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VOLUME 10 NUMBER 22

EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Thursday(May 29)

NBC- 10:30-11pm NYT & LAT, Weekly; DEBUT - Music Bingo - LIVE from NY; 88 stations live, 52 videotape & kine. (Replaces Jane Wyman Theater, last show May 22). § Johnny Gilbert is m.c. for this new musical version of the standard game of Bingo. The key line for viewers playing the game will be M-U-S-I-C.
§ SPONSORS- 1) Hazel Bishop, Inc (Comsetics) thru Raymond Spector Co., Inc. 2) Associated Products, Inc (5 Day Deodorant Products; Rival Packing Co, Rival Dog Food); 5 Day Deodorant Products thru Grey Advertising Agency, Inc(NY); Acct Exec- Larry Gross; Rival Packing Co thru McCann-Erickson, Inc(Chi); Acct Exec- Jack Thomas.
§ PKGR- Teletunes Programming, Inc (NY); Exec Prod- Al Singer; Prod- Harry Salter; Assoc Prod- Pat Winchester; Dir- Perry Lafferty; Music Dir- Ted Raph; Prog Anncr- Ken Roberts.

Friday(May 30)

ABC- 8-8:30pm NYT & LAT, this date only; SPECIAL - Unknown Soldier Ceremonies - VIDEOTAPE; to the net. (Preempts Adventures of Jim Bowie, this date only).
§ Highlights of the commemorative ceremonies centering around the interment of American Unknown Soldiers from World War II and the Korean conflict, at Arlington National Ceremony during the afternoon of May 30.
§ Sustaining.
§ PKGR & Prod- ABC News & Public Affairs.

CBS- 7:30-8pm NYT (6:30-7pm LAT), Weekly; RETURN - The Boing-Boing Show - FILM; to the net. (Replaces Dick and the Duchess, last show May 16). UPA cartoon character "Gerald McBoing-Boing" is star and host of the program, presenting several cartoon-story vignettes each week. The late Bill Goodwin interprets the host's comments. The series was originally seen over the CBS net from Dec 16, 1956 thru March 24, 1957, Sundays, 5:30-6pm NYT.
§ Sustaining.
§ PKGR- UPA Pictures, Inc. with CBS-TV; Exec Prod- Stephen Bosustow; Prod- Robert Cannon; Music Dir- Lyn Murray.

Sunday(June 1)

ABC- 9-9:30pm NYT & LAT, Weekly; DEBUT - The Baseball Corner - LIVE from Chicago; 15 cities live (all major league baseball cities). (Replaces Sid Caesar Invites You, last show May 25). § Buddy Blattner is host of the program, presenting three or four guests each week from the world of baseball discussing baseball subjects. Film clips and slides will be used during the discussions.
§ SPONSOR- General Mills, Inc (Wheaties) (Continued on next page)

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Sunday(June 1)

ABC- The Baseball Corner (Cont'd from previous page): thru Knox Reeves Advertising, Inc(Minn); Institutional Anncr- Rev Bob Richards.
§ PKGR- Sports Programs, Inc(Chi); Prod- James J. Colligan; Dir- Carl Tubbs; Editor- Leo Fischer.

CBS- 1-approx 3:30pm NYT (premiere), Weekly; DEBUT - Sunday Game of the Week - LIVE from Phila (premiere), no. of stations not available (not carried in any major league team city area). § Telecasts of major league baseball teams in games involving home appearances of the Chicago White Sox, Cleveland Indians, Philadelphia Phillies, New York Yankees and Baltimore Orioles. None of the telecasts will be seen in any major league team city.
§ SPONSORS- One-half each game: Falstaff Brewing Co thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec- Edmund Burke. One-quarter each game: Colgate-Palmolive Co (Various Products) thru Ted Bates & Co., Inc(NY). One-quarter each game: Philip Morris, Inc (Marlboro Cigarettes) thru Leo Burnett Co., Inc(Chi).
PKGR- CBS Sports(NY); Prods & Dirs- Hugh Beach, Joe Gallagher, Pete Molnar.

CBS- 6-6:25pm NYT (3-3:25pm LAT), Weekly; RETURN - The Search - FILM; to the net. (Replaces The Last Word, which moves to 5-5:30pm NYT & LAT, effective this date). § Re-runs of the documentary series concerning advance research in progress at leading universities. The series returns for 17 weeks. Originally it appeared for 26 weeks on the net from Oct 17, 1954 thru April 24, 1955.
§ Sustaining.
§ PKGR- CBS Public Affairs(NY); Prod- Irving Gitlin; Assoc Prod- Stephen Fleischman; Dir- Heinwar Rodakiewicz, Franklin Schaffner, others; Film Eds- Sid Katz (supervising), Ralph Rosenblum; Writers- Stephen Fleischman, Al Wasserman, Arthur Zegart, others; Narrators- Charles Romine, Walter Cronkite, Eric Sevareid.

NBC- 3-4pm NYT (12noon-1pm LAT), this week only; SPECIAL - The Big Issue - LIVE from Washington; to the net. (Preempts Youth Wants to Know, 3-3:30pm NYT (12noon-12:30pm LAT). § Third and last program this season for this special series (first was on Sept 10, 1957; second was on May 11, 1958). Debate and discussion with Lawrence Spivak as moderator will explore "Religion and the Presidency". A panel of four will discuss the subject during the first half of the program and three newsmen will question panel members during the second half.
§ Sustaining.
§ PKGR- NBC Public Affairs with Lawrence Spivak; Prod- Lawrence Spivak.

NBC- 7-7:30pm NYT & LAT, Weekly; RETURN - Noah's Ark - FILM (COLOR); to the net. Replaces My Friend Flicka, last show May 18). § Re-runs of the series based on the experiences of two veterinarians and the animals they treat, with Paul Burke as Dr. Noah McCann and Vic Rodman as his partner, Dr. Sam Rinehart. The series was previously seen on the net from Sept 16, 1956 thru Feb 26, 1957.
§ Sustaining.
§ PKGR & Film Prod- Mark VII Ltd., produced at Republic Studios, Calif. (NBC now controls the series); Prod & Dir- Jack Webb; Assoc Prod- Olan Soule; Dir- Harry D'Arcy; Music Dir- David Buttolph; Writers- Jack Webb, Frank Burt.

THIS WEEK -- REGULAR NETWORK SPECIALS

CBS- High Adventure With Lowell Thomas (7 one-hour programs, various times) May 28, Wed, 10-11pm NYT (9-10pm LAT); FILM, "Inside Morocco," with Lowell Thomas as host and guide. § Seventh and last program of the season's series.

OTHER NETWORK CHANGES & ADDITIONS

CBS- France At the Brink; SPECIAL May 25; Sunday, 6-6:25pm NYT (3-3:25pm LAT), this date only; LIVE & FILM from NY & Washington; to the net. A report on forces and events that have contributed to the present crisis in France.

TALENT SHOWSHEET AND SCRIPT REPORT - MAY 26-JUNE 1

Multiple and across-the board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written. Performers and other identifications used are: (SD) Staff-Directed, (A) Actor, (S) Singer, (D) Dancer, (C) Comic, (M) Musician. Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case, underlined, same column. Program times listed are current in New York and Los Angeles. Where number is in parentheses, it indicates a different Los Angeles time.

Generally only first runs of a film series are listed. During the summer when many shows are re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listing) are: Adventures of Jim Bowie, Adventures of McGraw, Circus Boy, General Electric Theatre, Life of Riley, Maverick, Dick Powell's Zane Grey Theatre, Scotland Yard, Turning Point, Voice of Firestone (kines), Loretta Young Show.

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

STUDIO ONE IN HOLLYWOOD; Monday, May 19; CBS 10pm - ADD: Maxie Rosenbloom, Nester Paiva, Kip King, Gene Collins, Ken Fairbanks, Jack Linkletter, Jymme Shore, Tony Carvone, Kem Dibbs.

Red Skeleton Show; Tuesday, May 20; CBS 9:30pm - DELETE SHOW (Pre-empted by Presidential address)

PAT BOONE CHEVY SHOWROOM; Thursday May 22; ABC 9pm - DELETE: The Vagabonds.

PLAYHOUSE 90; Thursday May 22; CBS 9:30pm - ADD: J. Patrick O'Malley, Malcolm Atterbury, Ron Soble, Tim Lyon, Mike Masters, Rick Ellis.

THE FORD SHOW; Thursday May 22; NBC 9:30pm - ADD: Phyllis Kirk(A).

ART LINKLETTER'S HOUSE PARTY; CBS 2:30pm - ADD: 5/19 - Connie Boswell(S); 5/23 - Lola Albright(S)

JACK PAAR SHOW; NBC 11:15pm; ADD: 5/21 - Dagmar; 5/22 - Darryl Stewart(S); DELETE: 5/23 - Charlotte Rae(C).

DICK CLARK SHOW; ABC 7:30pm; Saturday, May 24 - DELETE: Johnny Nash(S); ADD: Kathy Linden(S).

CAMERA THREE; Sunday May 25; CBS 11:30am - ADD: The Antagonists; (Second of two parts); with Peter Falk, Ford Rainey, Paul Sparer, Mike Keene, John Zee, Leslie Daniel. (SW&SD).

FRONTIERS OF FAITH (Catholic); Sunday May 25; NBC 1:30pm - ADD: The Yankee Paul; (O) Arthur Cavenagh; with Michael Higgins, Ford Rainey, Richard Durham, Tom Gorman, Walter Arnold, Irene Hubbard, Michael Prince, Joseph Boley, Patricia Falkenhaim, Tom McDermott, Albert Quinton, Roger Quinlan.

ED SULLIVAN SHOW; Sunday May 25; CBS 8pm - DELETE: Frankie Lymon.

MONDAY MAY 26

Adventures of Robin Hood (Richard Greene)	CBS 7:30pm(6:30)	Lincoln Green; with regulars & Charles Houston, Geoffrey Chater, Max Faulkner, Arthur Lawrence, Hal Osmond, Leonard Sharp; Dir - Terry Bishop.
Burns & Allen	CBS 8pm(7)	with regulars & William Schallert, Ned Wever, Steve Mitchell, Judi Meredith.
Restless Gun (John Payne)	NBC 8pm	More Than Kin; with John Carradine, Veda Ann Borg.
TALENT SCOUTS	CBS 8:30pm(7:30)	Bob Burnett(M), Peter Appleyard(M), Blaine Williams(S), Johnny Nash(S).
Danny Thomas Show	CBS 9pm	with regulars & Dinah Shore, Eilene Janssen, John Holland.
TOP TUNES & NEW TALENT (Lawrence Welk)	ABC 9:30pm	Robert Ronka(M), Darill Tardiff(S), Paul Thomson(S-M).
Goodyear Theatre	NBC 9:30pm	Decision by Terror; (O) George F. Slavin; with David Niven, John McIntyre, George Baxter, Barbara Eiler, Jimmy Baird, Peter Leeds, Amzie Strickland, Peggy Maley, Dick Keen, Frank Wilcox, Olive Cliff, Raymond Bailey, John Cliff, Ken Mayer, William Liecester, Jim Turley, Maurice Hart; Dir - Robert Florey.
STUDIO ONE IN HOLLYWOOD	CBS 10pm(9)	The Enemy Within; (O) Richard DeRoy; with Dane Clark, Don Defore, Noah Beery, Jr, Dick York; Dir - Herbert Hirschman.

MONDAY MAY 26 (Cont'd)
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Suspicion	NBC 10pm	The Voice in the Night; (O) William Hope Hodgson; (A) Stirling Silliphant; with Barbara Rush, James Donald, Patrick McNee, James Coburn; Dir - Arthur Hiller.

TUESDAY MAY 27
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Sugarfoot (Will Hutchins)	ABC 7:30pm	The Bullet and the Cross; (O) Peter R. Brooke; with Charles Bronson, Stuart Randal, Robert Wark; Dir - Peter R. Brooke.
Mr. Adams & Eve	CBS 8pm(7)	The Stunt Man; (O) Louella MacFarlane; with regulars & Murvyn Vye, Mary Field; (SD).
FISHER-GOEEL	NBC 8pm	Debbie Reynolds(A-S), Dick Shawn(C), Eddie Cantor(S). LAST SHOW. Oscar Levant(M).
Wyatt Earp (Hugh O'Brian)	ABC 8:30pm	Four; with Mason Alan Dinehart, Rico Alaniz, Stuart Randall, Trevor Bardette, Shawn Smith.
Broken Arrow (John Lupton)	ABC 9pm	Backlash; with regulars & Steve Conte, Ric Roman, John Cliff, George Ross.
RED SKELETON SHOW	CBS 9:30pm(8:30)	Marilyn Maxwell(A), Steve Dunne(A).
Bob Cummings Show	NBC 9:30pm	Bob Digs Rock 'N Roll; with regulars & Olive Sturgess, Dan Tobin, El Brendel, Stanley Stenner.
Californians (Richard Coogan)	NBC 10pm	Murietta; with Anna Navarro, Jerry Oddo, William Quinn; (SW&SD)

WEDNESDAY MAY 28
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Wagon Train (Ward Bond, Robert Horton)	NBC 7:30pm	The Rex Montana Story; (O) Warren Wilson; with Forrest Tucker, James Dunn, Kristine Miller, Peter Whitney, Maggie Mahoney, Joseph Vitale, Butch Bernard, Myron Healey, Frank Scannell, Ralph Reed, Rodd Redwing, Norma DeHan; Dir - Jesse Hibbs.
Tombstone Territory (Pat Conaway)	ABC 8:30pm(9)	The Lady Gambler; (O) William Driskill; with Diana Brewster, Peter Breck, Peggy Maley, Carlyle Mitchell, Ollie O'Toole; Dir-Walter Doniger.
BIG RECORD	CBS 8:30pm(7:30)	De Castro Sisters(S), Jeri Southern(S), Vic Damone(S)
Father Knows Best	NBC 8:30pm	RE-RUN of 5/22/57
Millionaire (Marvin Miller)	CBS 9pm(8)	The Story of Russ White; with Lee Farr, Andra Martin, David Lewis, Tina Carver. (SW&SD).
KRAFT THEATRE	NBC 9pm	A Boy Called Ciske; (O) Piet Bakker; (A) J. P. Miller; with peter Cookson, Sally Gracie, Lois Wheeler, Geoffrey Lumb, Luis Van Rooten, Peter Lazer, Patty Duke, Kevin Coughlin, Carson Woods, Martine Bartlett; Dir - William Corrigan.

THURSDAY MAY 29
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Zorro (Guy Williams)	ABC 8pm	The Well of Death; with regulars & Paul Picerni, Kent Taylor.
Richard Diamond Private Detective (David Janssen)	CBS 8pm	The Bungalow Murder; with Marguerite Chapman, Gordon Jones, Arthur Batanides, John Mitchum, Mark Roberts, Eddie Quillan, Chet Stratton, Bruce MacFarlane, Harry Ravin; (SW&SD).
CLIMAX!	CBS 8:30pm	Push-Button Giant; (O)Arnold Shaw; (A) Irving Wallace; with Barry Nelson, Martha Hyer, Everett Sloane, Bob Sweeney, Barbara Nichols; Dir - Paul Nickell.
Dragnet (Jack Webb)	NBC 8:30pm	with regulars & Robin Raymond, Frank Sully, Aileen Carlyle, Dick Miller, Dennis Moore; (SW&SD).
PAT BOONE CHEVY SHOWROOM	ABC 9pm	Mills Brothers(S-M).

THURSDAY MAY 29 (cont'd)

People's Choice (Jackie Cooper)	NBC 9pm	with regulars & Elvia Allman, Jack Albertson, Luther Jenkins, Benny Baker, Mimi Doyle; (SW&SD).
Playhouse 90	CBS 9:30pm	Natchez; (O) Martin M. Goldsmith; with Cliff Robertson, MacDonald Carey, Felicia Farr, Thomas Mitchell, Ted de Corsia, Dan Blocker, Chubby Johnson, Keith Vincent, Lorna Thayer, Harry Lauter, Charles Fredericks, Bill Walker, Herb Vigran; Dir - David Rich.
MAKE ME LAUGH	ABC 10pm	Kaye Ballard(C), Louis Nye(C), Joey Carter(C), Jackie Cooper(A)
LUX SHOW STARRING ROSEMARY CLOONEY	NBC 10pm	Lou Costello(C), Bobby Troup(M)

FRIDAY MAY 30

Adventures of Rin Tin Tin	ABC 7:30pm	Along Came Tubbs; with regulars & Andy Clyde.
Jefferson Drum (Jeff Richards)	NBC 8pm	A Very Deadly Game; (O) Berne Giler; with regulars & Gerald Milton, Jean Byron, Russell Johnson, Jim Bannon, Kathryn Card. (SD)
STARS OF JAZZ	ABC 8:30pm(Mon 10:30pm)	Connee Boswell(S), Red Nichols & His Five Pennies(M), "Stuff" Smith(M).
Frank Sinatra Show	ABC 9pm	Face of Fear; (O) Ben Canfield; with Glynis Johns, Michael Pate, Eugene Martin, Katherine Warren, Norman Leavitt; Dir - Robert Florey.
Phil Silvers Show (You'll Never Get Rich)	CBS 9pm	Bilko's Insurance Company; with regulars & Orson Bean, Rain Winslow, Russell Hardie, Dorothy Bryce; (SW&SD).
M Squad (Lee Marvin)	NBC 9pm	The System; with Tol Avery, Rose Marie.
PATRICE MUNSEL SHOW	ABC 9:30pm	John Raitt(S), Howard Morris(C).
Schlitz Playhouse	CBS 9:30pm	Lottery For Revenge; (O) Milton Gelman; with Kevin McCarthy, Thomas Gomez, Nico Minardos, Liliane Montevecchi, Joe de Santis, Gene Iglesias, Anthony George, George Keymas; Dir - Don Weis.
ART FORD'S GREENWICH VILLAGE PARTY	WABD(local NY) 10pm	Evelyn Knight(S).
The Lineup (Warner Anderson, Tom Tully)	CBS 10pm(9)	The Samson Magill Case; with regulars & Darlene Fields, Keith Byron, S. John Launer, Ray Paige, James Nusser, Nolan Leary.(SW&SD)

MULTIPLE & ACROSS-THE BOARD SHOWS - MAY 26-MAY 30

TODAY (Dave Garroway)	NBC 7am	Betsy Palmer is guest for the week; 5/26 - Lionel Hampton Trio; 5/28 - Lou Carter(C); 5/30 - The Kingston Trio(S).
CAPTAIN KANGAROO	CBS 8am	5/27 - Nelle Fisher(D).
GARRY MOORE SHOW	CBS 10am(9)	5/26 - Sandy Stewart(S); 5/27 - Cliff Norton(C); 5/30 - Carol Burnett(C).
NBC MATINEE THEATRE	3pm(12 Noon)	5/26 - RE-RUN of 12/5/57; 5/27 - The Riddle of Mary Murray; (O) Helene Hanff; 5/28 - The Gardenia Bush; (O) Bob & Wade Duncan; 5/29 - Button, Button; (O) Nelson Brand; (A) Harold Gast; 5/30 - Hands; (O) George Leveridge; (A) Robert Esson.
MODERN ROMANCES (Hildegarde)	NBC 4:45pm(1:45)	(O) Bob Allison & Mark Druch; with Larry Hugo, Mary K. Wells, Mort Marshall, Ronald Dawson.
JACK PAAR SHOW	NBC 11:15pm	Johnny Carson is guest m.c. 5/26 - Eva Gabor(A), Stuart Foster(S), June Valli(S), Frank McHugh(A); 5/27 - Margaret Truman, Baird Puppets, Dimitri Tiomkin, Alan Young(C); 5/28 - Eva Gabor(A), Wendy Barrie(A), Norman Brook(S); 5/29 - Margaret Truman, De Castro Sisters(S), Nancy Walker(C), Rev. Bob Richards; 5/30 - Eva Gabor(A), Tim Kirby(S), Mary Lovell(S).

	SATURDAY MAY 31	
JIMMY DEAN SHOW	CBS 12N(10:30am)	Peggy King(S)
TRUE STORY (Kathi Norris)	NBC 12N(4pm)	(O) Harry Junkin; with Staats Cotsworth, Barbara Wilkins, Jamie Smith, Burt Freed.
DICK CLARK SHOW	ABC 7:30pm(9:30)	The Coasters(S), Johnny Nash(S).
Perry Mason (Raymond Burr)	CBS 7:30pm(6:30)	The Cast of the Lazy Lover; (O) Francis Cockrell; with regulars & Ann Lee, Neil Hamilton, Harry Townes, James Bell, Kenneth R. MacDonald, Connie Cezon, Len Hendry, Yvonne Craig, Phil Tead, Frances Helm; Dir - William Russell.
COUNTRY MUSIC JUBILEE	ABC 8pm(8:30)	Chet Atkins(S), Carl Smith(S).
PERRY COMO SHOW	NBC 8pm	Patti Page(S), Eddie Hodges(S), Dave Barry(C).
Have Gun, Will Travel (Richard Boone)	CBS 9:30pm(8:30)	with Barbara Luna, Donald Randolph, George Keymas, Nico Minardos, Mario Alcalde, Rudolfo Hoyos.
Gunsmoke (Jim Arness)	CBS 10pm	with regulars & Simon Oakland, Peter Manakos.
	SUNDAY JUNE 1	
Jack Benny Show	CBS 7:30pm	RE-RUN.
No Warning!	NBC 7:30pm	Double Identity; (O) Frederic Louis Fox; with Ronnie Burns.
ED SULLIVAN SHOW	CBS 8pm	Wayne & Shuster(C), will be guest m.c.'s. Edie Adams(S), Doretta Morrow(S), Sallie Blair(S), Mario Delmonaco(S), Amin Brothers(novelty), Jimmie Rodgers(S), Jeanmaire & Roland Petit(D)
STEVE ALLEN SHOW	NBC 8pm	Mel Torme(S), Henry Fonda(A), Martha Raye(C), Terry Gibbs(M), Gus Bivona(M), Shari Lewis.
Adventure at Scott Island (Barry Sullivan)	ABC 8:30pm	Experiment With a Traitor; with regulars & William Post, Jr, Lew Gallo, James Congdon, Richard Abbott; Dir- Barry Sullivan
DINAH SHORE CHEVY SHOW	NBC 9pm	Red Buttons(C), Miyoshi Umeki(S).
Alfred Hitchcock Presents	CBS 9:30pm	A Dip In The Pool; (O) Roald Dahl; with Keenan Wynn, Fay Wray, Louise Platt, Philip Bourneuf, Doreen Lang, Doris Lloyd, Ralph Clanton, Owen Cunningham, Harry Harvey, Ashley Cowan; Dir - Alfred Hitchcock.

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MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

Another old TV program title has gone by the boards. Studio One in Hollywood launches its last summer season for the Studio One series on June 9, but for the first time the program title will not be changed; only the supervisory production staff. Robert Sparks will be the exec producer from now to the end of the run. Julian Claman starts off in the producer spot, handling the first two shows. Eve Wolas will produce the June 23 program and Anthony Barr takes over for the June 30 program, with other assignments through the summer to be confirmed. First four directors are Lamont Johnson, Ron Winston, Tom Donovan and Ralph Nelson.....Mike Connolly thinks that the tipoff on the Hollywood recession is that studio operators are not answering until the tenth ring -- skeleton staffs. The tipoff on another agony side of show business, the oversupply of top talent, shows up in the lists of names in NY working the CBS Sunday morning religious public service shows, and in LA the types of name actors jumping in for last minute casting in the NBC Matinee Theatre shows.....Or take the type of talent in NBC's new The Investigator one-hour live series starting June 3. The first show, following the toplining regulars, Lonny Chapman and Howard St. John, will feature Gretchen Wyler, Gene Lyons, Kathleen Comegys, Marjorie Gateson, Alan Hewitt, John McGiver and Bernard Kates.....Keep an eye on the TV "Broadway" lineup during this climactic summer for live TV, whether in NY or LA. It's not so much the motion picture recession, but the fact that live TV, the acknowledged showcase for actors to show their wares, is narrowing down to a very small world.

NBC's daytime sponsor pattern got another prime boost this week with Pillsbury Mills' buy thru Leo Burnett of over $2,000,000 worth of time on six programs for 52 weeks.....That greyhound can now breathe more easily; he'll be employed for at least another year. Greyhound Corp thru Grey Advertising has renewed its half-program alternate week sponsorship of The Steve Allen Show thru the 1958-59 season, effective July 13.....NBC will replace its Matinee Theatre afternoon colorcasts with a couple of quiz shows in color to provide demonstration programs for color set dealers. It Could Be You will go from b & w to color effective June 30, Monday thru Friday, 12:30-1pm NYT (9:30-10am LAT). The two new shows starting with color will be Lucky Partners to be seen 2-2:30pm NYT, and Haggis Baggis, which will replace Kitty Foyle in the 2:30-3pm NYT (11:30am-12noon LAT) spot.

Despite all the fancy talk about TV's writing whizzes being driven away from the medium because of low pay or restrictions on their talent, Rod Serling, who is more vocal than anyone about TV's writing problems, will have had six 90-minute originals performed on Playhouse 90 in two seasons when his sixth goes on the air on June 19. The sixth will be "A Town Turned to Dust," a script first turned down because it originally dealt with the counterplay of fear and prejudice in a small town today, but it became acceptable when the time was shifted back to the 1870's.

(MORE)

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Edgar Peterson, who has been alternate producer of Climax! (ending its career on June 26) leaves for London next weekend to be CBS net rep for the Official Films-CBS-TV production of the new The Invisible Man series. Eve Wolas and Anthony Barr will alternately produce the final four shows on the Climax! schedule, as well as be responsible for two June Studio One in Hollywood productions.....Craig Stevens stars as a trouble-shooting adventurer in the new series to be sponsored by Bristol-Myers over NBC, Mondays, 9-9:30pm NYT, starting in the fall. The series may never have as much trouble as it's having with its title, now tentatively Peter Gunn. It started out as Gunn for Hire, but the similarity in title to a 1942 Alan Ladd-Paramount movie stopped that one when Paramount protested. In any case, the series was created and will be produced by Blake Edwards with Warren Lewis as exec producer. Lewis, Nat Wolff and Don Sharpe packaged and sold the series. Originally, Bristol-Myers had intended to move Tombstone Territory from ABC to NBC in the fall, but dropped the series altogether. NBC had its Ruditsky pilot heated up, but the final decision has been for Gunn.....Lassie is starting to take on the appearance of the old Foreign Intrigue series, with new stars each season. For next fall, Lassie featured performers will be June Lockhart and Hugh Reilly in the roles of Mr. and Mrs. Martin, foster parents of Timmy, played by Jon Provost, Lassie's master. Todd Farrell will become a new regular cast member as Boomer Bates, neighborhood playmate of Timmy's. George Chandler, who started in the series this season, will also be in next fall's films. Production starts next month at Desilu-Gower in Hollywood, with the new production lineup for Jack Wrather Productions including Sherman A. Harris as executive producer, Robert Golden as producer, and Hugh McCollum as production supervisor.....Meanwhile, the first 103 films in the Lassie series have gone into syndication as Jeff's Collie thru TPA. These starred Jan Clayton, Tommy Rettig and the late George Cleveland. This summer, on the CBS net, repeats of this past season's Lassie films star Cloris Leachman, Jon Sheppod and Jon Provost.

ABC brings back its Cowtown Rodeo live summer series for a second pass on the network, starting June 16, Monday, 8-8:30pm NYT. The show will come from the 14,000-acre New Jersey ranch operated by Howard "Stoney" Harris. The program was on the ABC net last August for a month's run, featuring top rodeo riders in regular events. .....The Bob Hamilton Trio will be featured on The Chevy Showroom, ABC summer replacement for Pat Boone, which will star Andy Williams and feature Dick Van Dyke..... Bud Yorkin is leaving the Tennessee Ernie Ford Show after two years as producer-director to work on his own packages. Bob Finkel, who has been producer of the Perry Como Show and is leaving that post, will probably succeed Yorkin.

Screen Actors Guild has formally proposed to the American Federation of Television and Radio Artists that the dispute between the two unions concerning jurisdiction over players in the field of television tape commercials be arbitrated by AFL-CIO President George Meany. From SAG's viewpoint, the main area in dispute concerns taped commercials produced by studios devoted to this and not engaged in either motion picture production or network or station broadcast production. AFTRA's viewpoint, though not yet flatly stated, is that tape is changing the entire picture of television and organizations currently using film may in the future swing into the field with a view to taking over all production, especially since networks produce their commercials live and on camera. With tape, the production can be done elsewhere, freeing some of the subsidiary studio space presently devoted to commercials. No one really knows what the future total effect of taped TV will be, so each union wants to hedge its position and not be led into a frozen position that may handicap it in future negotiations. The big complication is that while the independent commercial producers (the FPA of NY for one, with IA) are straightening out their basic disagreements with technical unions, the nets still have a complicated pattern of agreements. Tape production, other than program material, could leave the networks in the future for the quieter haven of independent studios that have cleared up their union problems, which would leave AFTRA with a slim diet of live-on-tape programs -- and no one knows what the future of that field will be.

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Tuesday(June 3)

NBC- 8-9pm NYT & LAT, Weekly; DEBUT - The Investigator - LIVE (COLOR) from NY; 136 and 146 stations live and tape, alternate weeks. (Replaces for the summer, The George Gobel Show, last show May 20; and The Eddie Fisher Show, last show May 27). § Lonny Chapman stars in the title role as Jeff Prior, with Howard St. John also starring as Lloyd Prior, his father. They will appear each week, with different supporting casts, in stories around the cases of the 30-year-old NY bachelor who has built a reputation as a private investigator, using methods suggested by his father, a retired newspaperman. It's a 13-week series.
§ SPONSORS- 1) Radio Corp of America (RCA Victor) thru Kenyon & Eckhardt, Inc (NY). 2) Whirlpool Corp (RCA Whirlpool appliances) thru Kenyon & Eckhardt, Inc. 3) Liggett & Myers Tobacco Co (Chesterfields) thru McCann-Erickson, Inc(NY).
§ PKGR- MCA-TV(NY); Prod- S. Mark Smith; Assoc Prod- William Altman; Prodn Superv- Ronnie Avedon; Alt Dirs- William Graham, Charles Dubin; Assoc Dir- James Fox; Art Dirs- Warren Clymer, Theodore Cooper; Costumes- Bob Fletcher; Script Editor- Richard McCracken; Writers- Various; Casting- MCA(NY).

Wednesday(June 4)

CBS- 7:30-8pm NYT (6:30-7pm LAT), Weekly; DEBUT - Sing Along - LIVE from NY; to the net. (Replaces re-run films of I Love Lucy; last show May 28) § Jim Lowe is m.c. of the musical variety show, with Tina Robin and Florence Henderson as regular vocalists, and Somethin' Smith and the Redheads, as regular singing trio. The program will also feature guest entertainers. The program will also invite the studio and home audiences to sing along with the entertainers.
§ Sustaining.
§ PKGR- CBS-TV(NY); Exec Prod- Lester Gottlieb; Prod- Lee Cooley; Asst Prod- Richard Brill; Prodn Superv- Stuart Erwin, Jr.; Dir- Mel Ferber; Asst Dir- Roland Vance; Music Dir- Harry Sosnik; Art Dir- John Ward; Sets- Ken Krausgill; Costumes- Mildred Trebor; Writers- Norman Barasch, Carroll Moore.

Saturday(June 7)

CBS- 1:45-1:55pm NYT (premiere), Alt Sat & Sun, Weekly; DEBUT - Sports Page - LIVE from NY; no. of stations not available; will not be seen in any city with a major league ball club. § Jim McKay is star of the sports history show, which will emphasize the positive accomplishments of great athletes, their legends and rivalries. During the baseball season it will alternate on Saturdays and Sundays prior to network telecasts of major league ball games with George Kell at the Game of the Week.
§ SPONSOR- General Mills, Inc (Wheaties) thru Knox Reeves Advertising, Inc(Minn)
§ PKGR- Sports Programs Productions, Inc(NY); Prod- Jack Lubell.

ROSS REPORTS—TELEVISION INDEX, Service Subscription Rates: $125 per year (or $33 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates. ✓ ✓ Service includes: Weekly reports on current television production, programs, advertisers, talent movements; unlimited telephone and mail information service; periodic reports on special aspects of television; semi-annual and annual industry surveys, and The Television Index card file.

Saturday(June 7)

CBS- 6:30-7pm NYT (1:30-2pm LAT), this date only; SPECIAL - The Belmont Stakes - LIVE from NY; no. of stations not available. § Telecast of the 90th running of the $100,000 added mile and a half Belmont Stakes, third of racing's "Triple Crown" races (see pages 35, 39), at Belmont Race Track, New York, with Fred Capossela calling the race, Bryan Field doing the color and Chris Schenkel handling the interviews.
§ SPONSOR- Gillette Safety Razor Co thru Maxon, Inc(Det).
§ PKGR- CBS Sports(NY); Prod & Dir- Judson Bailey.

NBC- 1:45-1:55pm NYT (premiere), alternate weeks; DEBUT - Leo Durocher's Warm-up - LIVE from various cities; to the net. § Leo Durocher interviews players, managers, coaches and umpires on the field prior to major league games telecast on NBC's Major League Baseball, Saturdays.
§ Sustaining.
§ PKGR- NBC Sports; Prod- Perry Smith; Dir- Harry Coyle.

NBC- 9-9:30pm NYT & LAT, alternate weeks; FORMAT CHANGE - Club Oasis Starring Spike Jones - LIVE from LA; 103 stations live, 4 videotape. (Replaces Club Oasis for the summer, last show May 24). § Nightclub-type musical variety starring Spike Jones and his band and Helen Grayco, featuring entertainers and comedy by Jones' troupe members. The regular season format of Club Oasis had different starring entertainers on the alternate week programs. The Jones group will star on every program in the summer series.
§ SPONSOR- Liggett & Myers Tobacco Co (Oasis Cigarettes) thru McCann-Erickson, Inc(NY); Acct Exec- Kenneth Carlson.
§ PKGR- McCann-Erickson for Liggett & Myers; Prod & Dir- Dik Darley; Writers- Eddie Brandt, Spike Jones; Music Dir- Spike Jones.

Sunday(June 8)

NBC- 6:30-7pm NYT & LAT, this date only; SPECIAL - Address by British Prime Minister Harold MacMillan - LIVE from Greencastle, Ind., via Chicago; to the net. § British Prime Minister Harold MacMillan's first major address in this country during his current official visit will originate in the stadium of DePauw University at Greencastle, Ind. He will receive an honorary degree.
§ Sustaining.
§ PKGR & Prod- NBC News and Public Affairs; staff from WNBQ(Chi).

THIS WEEK -- REGULAR NETWORK SPECIALS

NBC- Shirley Temple's Storybook (Approx once every two or three weeks, various evenings) June 8, Sunday, 8-9pm NYT & LAT; FILM, "The Sleeping Beauty," starring Judith Evelyn, with Anne Helm in the title role (see page D for other cast credits). § Pkgr & Film Prod- Henry Jaffe Enterprises, Inc., in assoc with Screen Gems, Inc(LA); Prod- Alvin Cooperman; Dir- Mitchell Leisen.

OTHER NETWORK CHANGES & ADDITIONS

CBS- General Electric Theatre (Sun, 9-9:30pm NYT & LAT) Summer re-runs began May 25.

NBC- Nightmare in Red; REPEAT SPECIAL June 1; Sunday, 4-5pm NYT & LAT, this date only; FILM; to the net. § Reconstruction thru film clips of the historical drama of Communism inside Russia, originally produced by the late Henry Salomon as part of NBC's Project 20 series and first shown on the net on Dec 27, 1955 and then repeated on Jan 24, 1956. The Project 20 unit, now headed by Donald Hyatt, has produced a new prologue and epilogue, with Wilson Hall of NBC News introducing the film and surveying the present scene at the close.

TALENT SHOWSHEET AND SCRIPT REPORT - JUNE 2-JUNE 8

Multiple and across-the board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written, Performers and other identifications used are: (SD) Staff-Directed, (A) Actor, (S) Singer, (D)Dancer, (C) Comic, (M) Musician. Actors who appear regularly are listed in the premiere cast, then subseuqently referred to as "regulars." Live shows are listed in caps in the left column; filmed shows are in upper and lower case, underlined, same column. Program times listed are current in New York and Los Angeles. Where number is in parentheses, it indicates a different Los Angeles time.

Generally only first runs of a film series are listed. During the summer when many shows are in re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listing) are: Adventures of Jim Bowie, Adventures of McGraw, Circus Boy, General Electric Theatre, Life of Riley, Maverick, People's Choice, Dick Powell's Zane Grey Theatre, Scotland Yard, Tales of Wells Fargo, Turning Point, Voice of Firestone (kines), Loretta Young Show.

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

ART LINKLETTER'S HOUSE PARTY; CBS 2:30pm; 5/27 - ADD: Pat Suzuki(S).

DICK CLARK SHOW; Saturday, May 31; ABC 7:30pm - ADD: Sheb Wooley(S), Bobby Darin(S), Ed Townsend (S), Gerry Granahan(S).

POLLY BERGEN SHOW; Saturday May 31; NBC 9pm - ADD: Jack Carter(C).

LAMP UNTO MY FEET; Sunday June 1; CBS 10am - ADD: The Old Neighborhood; (O) Peter Van Doren; with Kaye Lyder, Leona Powers, Harrison Dowd, Martha Greenhouse, Dickie Olsen. (SD)

LOOK UP AND LIVE; Sunday June 1; CBS 10:30am - ADD: Alert; (First in four-part series Contemporary Problems;) (O) Francis Ford; with Nina Wilcox, Murray Matheson, Ralph Bunker, Edith King, Joe Silver

CAMERA THREE; Sunday June 1; CBS 11:30am - ADD: with Alan Bates, Philippa Bevans, Jean Cameron, Helena Carroll, Myra Carter, Nell Harrison. (SW&SD)

No Warning! Sunday June 1; NBC 7:30pm - ADD: Robert Vaughn.

DINAH SHORE CHEVY SHOW; Sunday June 1; NBC 9pm - DELETE: Miyoshi Umeki; ADD: Mahalia Jackson(S), Sally Forrest(D), Cyril Ritchard(A).

MONDAY JUNE 2

Adventures of Robin Hood (Richard Greene)	CBS 7:30pm(6:30)	Woman's War; with regulars & Zena Walker, Neil Hallett, Victor Woolf; Dir - Peter Seabourne.
Burns & Allen	CBS 8pm	with regulars & Rex Evans, Jackie Loughery, Jack Weston, Lomax Study.
Restless Gun (John Payne)	NBC 8pm	Manhunter; with Carlyle Mitchell, Kay Stewart, Morgan Woodward, Tom Pittman.
TALENT SCOUTS	CBS 8:30pm (7:30)	Leslie Scott(S), Teresa Stratas(S), Douglas Clark(D).
TOP TUNES & NEW TALENT (Lawrence Welk)	ABC 9:30pm	Betty Morales(S), Neil Martin(M), Axel Alexander(M).
Alcoa Theatre	NBC 9:30pm	The Clock Struck Twelve; with Charles Boyer, Joe Mell, Nestor Paiva, Kasey Rogers, Jack Lembert, Vic Perrin, Marianne Stewart, John Alvin, Larry Thor, John Damler
STUDIO ONE IN HOLLYWOOD	CBS 10pm(9)	Ticket to Tahiti; (O) Robert Bassing; with Franchot Tone, Kim Hunter, James MacArthur, Olive Sturgess; Dir - David Greene.
Suspicion	NBC 10pm	Death Watch; with Edmond O'Brien, Janice Rule, Horace McMahon, Edward Binns, Dayton Lummis, Clark Howat, Rusty Lane, Mary Gregory, Jeanne Bates, Karl Lukas, Gloria Akins, Roy Engle, Florence Marley, Phil Donati; Dir - Ray Milland; (O&A) John & Ward Hawkins

TUESDAY JUNE 3

Cheyenne (Clint Walker)	ABC 7:30pm	Noose at Noon; (O) Dean Riesner; with Theona Bryant, Charles Quinlivan; Dir - Howard W. Koch.

TUESDAY JUNE 3 (Cont'd)
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Mr. Adams & Eve	CBS 8pm (7)	The Interview; with regulars & Carol Veazie, Norm Alden.
THE INVESTIGATOR	NBC 8pm	PREMIERE: Regulars in this series are Lonny Chapman, and Howard St. John. (O) Henry Kane; with regulars & Gretchen Wyler, Gene Lyons, Kathleen Comegys, Marjorie Gateson, Alan Hewitt, John McGiver, Bernard Kates; Alt Directors- William Graham & Charles Dubin.
Wyatt Earp (Hugh O'Brian)	ABC 8:30pm	The Frameup; with Myron Healy, Peter Mamakos, Gregg Barton, John Hubbard, Paul Brinegar, Damion O'Flynn; (SW&SD).
Broken Arrow (John Lupton)	ABC 9pm	Manhunt; with regulars & Valentin DeVargas, Bill Henry, James Philbrook; (SW&SD).
Red Skelton Show	CBS 9:30pm(8:30)	with Charlie Ruggles, Marie Windsor, Ann Dore, George Niese, Shari Stennete, Joan Kelly, Mary Townsend, Jan Reeves, Nancy Howard, Pat O'Malley, Seymour Rosen, Charles Canton.
Bob Cummings Show	NBC 9:30pm	Colonel Goldbrick; with regulars & Jackie Loughery, Stanley Stenner.
Californians (Richard Coogan)	NBC 10pm	Shanghai Queen; (O) Ted Sherdeman; with Peter Whitney, Ashley Gowan, Paula Raymond; (SD).

WEDNESDAY JUNE 4
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Wagon Train (Ward Bond, Robert Horton)	NBC 7:30pm	The Cassie Tanner Story; (O) Paul Savage; with regulars & Marjorie Main, George Chandler, Harry Hines; Dir - Mark Stevens.
Tombstone Territory	ABC 8:30pm(9)	Fight for a Fugitive; (O) Barney Slater; with Joe Haworth, Joan Marshall, Jeff de Bennings, William Boyett, William Bakewell, Dennis Moore, Billy Nelson, Kenne Duncan.
BIG RECORD	CBS 8:30pm(7:30)	Ernie Kovacs(C), Toni Arden(S), Mac Gordon(Composer)
Father Knows Best	NBC 8:30pm	A Matter of Pride; (O) Roswell Rogers; with regulars & Lynn Alden, Henry Blair, Anne Helm; (SD).
KRAFT THEATRE	NBC 9pm	The Last of the Belles; (O) F. Scott Fitzgerald; (A) James P. Cavanagh; with Roddy McDowall, Janice Rule, Nicholas Pryor, Neil Vipond, Al Morgenstern, Ann Williams; Dir - Daniel Petrie.
U. S. STEEL	CBS 10pm	A Family Alliance; (O) Dorothy Canfield; (A) Kay Arthur; with Florence Henderson, Bill Hayes, Doreen Lang, John C. Becher, Roberta Haynes, Ellen Lowe, Melville Ruick, Lee Bergere, Yale Wexler, Sally Hester, Rudy Palmer; Dir - David Alexander.

THURSDAY JUNE 5
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Zorro (Guy Williams)	ABC 8pm	The Tightening Noose; with regulars & Charles Korvin, George Lewis; (SW&SD).
The Real McCoys (Walter Brennan)	ABC 8:30pm	The Homely Boy; with regulars & Larry Larsen, Dick Bellis, Larry Larsen, Tony Martinez. (SW&SD).
CLIMAX!	CBS 8:30pm	Spider Web; (O) Dorothy Hughes; (A) Charles Hoffman; with Fernando Lamas, Rita Moreno, Shai K. Ophir, Dina Merrill, Michael Tate; Dir - Buzz Kulik.
Dragnet (Jack Webb)	NBC 8:30pm	with regulars & Claudia Bryar, Hazel Franklyn, Gloria Grey, Marjorie Stapp, Jack Edwards, William Boyett; (SW&SD).
PAT BOONE CHEVY SHOWROOM	ABC 9pm	Gary Crosby(S).
PLAYHOUSE 90	CBS 9:30pm	The Innocent Sleep; (O) Tad Mosel; with Hope Lange, John Ericson, Buster Keaton, Hope Emerson, Dennis King; Dir - Franklin Schaffner
THE FORD SHOW	NBC 9:30pm	Teresa Brewer(S)
MAKE ME LAUGH	ABC 10pm	Sid Gould(C), Kaye Ballard(C), Gene Baylos(C).
LUX SHOW STARRING ROSEMARY CLOONEY	NBC 10pm	John Raitt(S)

FRIDAY JUNE 6

Jefferson Drum (Jeff Richards)	NBC 8pm	Madame Faro; (O) Gene Roddenberry; with regulars & Karen Steele, Rick Vallin, Hal Smith; Dir - Harmon Jones.
Frank Sinatra Show	ABC 9pm	The Seedling Doubt; (O) T. E. Brooks; with Phyllis Thaxter, Macdonald Carey, Edgar Stehli, Irving Bacon, Teddy Pavelec; Dir - Richard Sale.
Phil Silvers Show (You'll Never Get Rich)	CBS 9pm	Bilko's Prize Poodle; with regulars & Edith King, Diane Deering, Barnard Hughes; (SW&SD)
PATRICE MUNSEL SHOW	ABC 9:30pm	Buddy Hackett(C).
Schlitz Playhouse	CBS 9:30pm	Way of the West; (O) Edna Anhalt & William Fay; with John Forsythe, Abby Dalton, Michael Landon, Staats Cotsworth, John Bryant, K. L. Smith, Claude Akins, Mona Carroll, Cindy Gray, Sheridan Comerate, John Bryant, Malcolm Atterbury; Dir - David Butler
The Lineup (Warner Anderson, Tom Tully)	CBS 10pm(9)	The G. I. Shoe Case; with regulars & Jack Petruzzi, Robert Beneveds, John Grinnage, Alexander Campbell, Tommy Harris; Forrest Lewis, Dirk Evans, Ed Maxey, Martin Ponch, Victor Paulsen; (SW&SD)

MULTIPLE & ACROSS-THE-BOARD SHOWS - JUNE 2-JUNE 6

GARRY MOORE SHOW	CBS 10am(9)	6/6 - Georgie Kaye(C).
NBC MATINEE THEATRE	3pm (12 Noon)	6/2 - RE-RUN of 1/31/58; 6/3 - The End of a Season; (O) Bernard Schubert; (A) S. S. Schweitzer; 6/4 - Look Out for John Tucker; (O) John & Ward Hawkins; (A) George Lowther; 6/5 - The Road to Recovery; (O) Budd Schulberg; (A) Nicholas E. Baehr; 6/6 - The Nightbird Crying; (O) Jack Paritz.
MODERN ROMANCES (Ilka Chase)	NBC 4:45pm(1:45)	(O) Bob Corcoran; with Lila Martin, James Congdon, Russell Hardie, Paul Donner.
JACK PAAR SHOW	NBC 11:15pm	Jack Paar returns from one month vacation this week. 6/2 - Cliff Arquette(C), Felicia Saunders(S), Norm Dygon(ventril); 6/3 - Peter Ustinov(A), Jim Moran, Ella Logan(S), Allan Funt; 6/4 - Cliff Arquette(C), Hermione Gingold(C), Baird Puppets, Conn McCreary; 6/5 - Sam Levenson(C), Shelley Berman(C), Felicia Saunders(S); 6/6 - Olivia de Havilland(A), Sid Gould(C), Lennie Dee (M), Charlotte(S-C), Don Tannen(C).

SATURDAY JUNE 7

TRUE STORY (Kathi Norris)	NBC 12N(4pm)	(O) Michelle Cousin; with Audra Lindley, Edmon Ryan, Pamela King, Leslie Woods.
Perry Mason (Raymond Burr)	CBS 7:30pm(6:30)	The Case of the Prodigal Parent; (O) Seeleg Lester; with regulars & Fay Wray, John Hoyt, Terry Becker, Andra Martin, Ann Doran, Herbert Rudley, Virginia Field, Nancy Kulp, Morris Ankrum, Chet Stratton, Dean Casey, Michael Fox; Dir - Arthur Marks.
COUNTRY MUSIC JUBILEE	ABC 8pm(8:30)	Jim Reeves subs for Red Foley for two months. Faron Young(S), The Jordanaires(S).
PERRY COMO SHOW	NBC 8pm	Eydie Gorme(S), Paul Anka(S), Richard Rodgers.
CLUB OASIS	NBC 9pm	Spike Jones will star for the summer. Regulars include: Helen Grayco(S), Joyce Jameson(C), Billy Barty(C), George Rock(C-S), Gil Bernal(M), Carl Fortina(M), Jad Paul(M).
Have Gun, Will Travel (Richard Boone)	CBS 9:30pm(8:30)	with R. G. Armstrong, Robert Gist, Jim Franciscus, Madeline Rhue, Len Lesser, Jim Murdock.
Gunsmoke (Jim Arness)	CBS 10pm	with regulars & Tim Carey, Virginia Baker, Jack Cassidy.

SUNDAY JUNE 8
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LAMP UNTO MY FEET	CBS 10am	Food For A Saint; (O) Peter Van Doren; with Kathleen Widdoes, Edith King, Noel Leslie, Myra Carter, Lois Wilson, Janet Swanson, Anne Tallon; (SD).
WIDE WIDE WORLD	NBC 4pm	The Western; with Gary Cooper, John Wayne, Gene Autry, James Arness, James Garner, Ward Bond, Maria Schell, Karl Malden, Walter Brennan, Gabby Hayes, Jay Silverheels, Chill Wills.
Bachelor Father (John Forsythe)	CBS 7:30pm	with regulars & Mary Lawrence, Freeman Lusk, Jeane Wood, Tommy Farrell, Gavin Gordon, Sally Fraser, Justice Colt, Charles Gray, Judd Holdren, Hallene Hill, Roma Paige; (SW&SD).
No Warning!	NBC 7:30pm	Flight; (O) Douglas Morrow; with Richard Jaeckel, Alan Dexter, Richard Dial, William Forrest, Bruce Underhill, Dick Elmore, Guy Way; Dir - Maury Geraghty.
ED SULLIVAN SHOW	CBS 8pm	Hugh O'Brian(A), Robert Sherwood(S), Alan King(C), Noelle Adams (D), Jack E. Leonard(C), Carol Haney(D), Peter Gennaro(D), Della Reese(S), Gene Mendez(tight rope).
Shirley Temple's Storybook	NBC 8pm	The Sleeping Beauty; (O) Margaret Fitts; with Judith Evelyn, Alexander Scourby, Nancy Marchand, Olive Deering, Anne Helm, Vernon Gray, Pernell Roberts, Phillip Pine, Robert Quarry; Dir-Mitchell Leisen.
Adventure at Scott Island	ABC 8:30pm (Barry Sullivan)	Pirate's Curse; with regulars & Luke Halpin, Lonny Chapman, Griff Evans; Dir - Eddie Davis.
DINAH SHORE CHEVY SHOW	NBC 9pm	George Montgomery(A), Miyoshi Umeki(S), Shirley MacLaine(S-D), Steve Lawrence(S).
Alfred Hitchcock Presents	CBS 9:30pm	Safe Place; (O) Jay Wilson; (A) Michael Hogan; with Robert Harris, Jerry Paris, Phil Pine, Wendell Holmes, Joanne Linville, Joe Mondeaux, Robert Karnes; Dir - James Neilson.

ROSS REPORTS—TELEVISION INDEX

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EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

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MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

ABC signed Bing Crosby to an exclusive radio and TV contract covering the next five years, which will include the production of 90-minute live TV specials starring the singer, as well as a partnership agreement covering the creation and production of new program series. Crosby has agreed to star in at least two 90-minute specials during the 1958-59 season for ABC TV, and at present both call for live production. Only Crosby knows why he switched from his old allegiance to CBS, the net that had momentarily hoped to sign him to a new contract. In any case, it is now possible that ABC will tie Crosby in with Frank Sinatra in at least one of the fall specials and not only repeat the critical success that both enjoyed on a CBS special last year, but it may help to put some TV zest back into Sinatra's future plans, which were stunted by the failure of his regular ABC series this season. Crosby's current willingness to work "live" as contrasted with his previous position that he preferred a filmed TV program can be traced to the fact that his filmed "High Tor" program, which was part of CBS' Ford Star Jubilee in 1956, had little success, while the live variety program on CBS last Oct 13 received rave notices from critics and viewers. That program, incidentally, marked the last unanimously good TV notice for Sinatra. On the other side of the ABC-Crosby contract dealing with the creation and production of program series for ABC, it sparks the memory that Bing Crosby Enterprises produced the first 52 half-hour films that made up NBC's old Fireside Theatre anthology series. They are still seen in syndication under the Royal Playhouse and other titles.

Even though Kraft Theatre is on its last lap, it has decided to join the trend engendered by the growing trade feeling that mystery and suspense series will come to the fore again in TV programming; so starting June 11 the veteran program will undergo the last change of its career when it becomes Kraft Mystery Theatre. Even with the change, Kraft is still toying with writers. The first program in the new series is a dramatization of a novel titled "Killer's Choice." According to the program, the original was written by Evan Hunter, best noted for his novel, "Blackboard Jungle." For the record, though, the book being dramatized is one of a series published by Pocket Books under Hunter's suspense writing pseudonym, "Ed McBain," and none of the paperbacks indicates, even today, that Hunter and McBain are the same person. As a matter of fact, McBain's books are probably read by more people than Hunter's, although he's better known to the standard book reading public as Hunter. It might be worth noting that the McBain books all deal with the careers and personal lives of policemen and detectives who work out of one precinct in a rough neighborhood in a city that might be New York. No one seems to have attempted as yet to use these critically well-received stories as the basis for a program series, although the Kraft exposure may spur such an idea.....The preponderance of quizzes and panel shows -- new and old -- flooding the nets for the summer (in addition to re-runs) may kill the breed for the fall. That's the big hope of Hollywood filmers pouring money into new creative programming staffs.

(MORE)

ROSS REPORTS—TELEVISION INDEX, Service Subscription Rates: $125 per year (or $33 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates. Service includes: Weekly reports on current television production, programs, advertisers, talent movements; unlimited telephone and mail information service; periodic reports on special aspects of television; semi-annual and annual industry surveys, and The Television Index card file.

The fast-changing entertainment world involving companies that now cut across all the entertainment mediums -- movies, TV, publishing, theatre, etc. -- has led to vast changes among the talent and rep agencies. The changes have also led to new combinations of specialists in the field who know show business, rights and the protection of same. Newest entry is Rights Associates, Inc., 485 Lexington Ave., New York, with attorneys Max Lerner and Irving Seidman and literary agent Bertha Case as principals. Lerner heads the Copyright Committee of the American Bar Assn., while Seidman is a trademark specialist. The firm will sell, package and produce properties and scripts for TV, the theatre and movies and will be especially active in handling licensing and merchandising of TV and other properties. In the latter field, it will represent all CBS and NBC-owned programs and properties for outside licensing and merchandising.....For the first time, kine repeats of This Is Your Life will not be the NBC program's summer sub. Instead, another Ralph Edwards package, the Monday thru Friday, It Could Be You, will add a Wednesday evening program with a format similar to the daytime series, but with added remotes from different parts of the country. The new evening program starts June 25.....Dotto will make its expected jump across network lines on July 1 when the current CBS daytimer also adds an NBC nighttime berth for the summer, replacing Adventures of McGraw, Tuesdays, 9-9:30pm NYT. The sponsor, Colgate-Palmolive thru Ted Bates & Co., did the same thing several years ago when it had Strike It Rich on both CBS and NBC. Dotto was the program that replaced Strike It Rich for the sponsor this year. The latter program, a Walt Framer package, will bob up in Mexico in the fall, since the Mexican rights have been bought by Tele-Pelicula Independientes.

This Sunday's No Warning drama on NBC is "Flight," McCadden's pilot that could develop into an Air Force series if a sponsor shows interest.....The Big Game, a new quiz series featuring two knowledgeable contestants pitted against each other for cash prizes, treks into the NBC picture on June 13, Fridays, 7:30-8pm NYT. The Burbank origination in color, created and produced by Jackson Stanley, will have Tom Kennedy as m.c., and following the African hunting theme of the program, he will be known as "M-zee." The game uses a system of lights and animals and is reminiscent of other quiz games although it doesn't seem to have isolation booths at this stage. .....Procter & Gamble Co., which has placed $13,000,000 in gross billings with NBC on 52-week orders involving participations in five daytime programs, does not dominate the two new daytime dramas that have been created for the company as NBC replacements for NBC Matinee Theatre. P & G will sponsor three quarter-hours of Today Is Ours, Monday thru Friday, 3-3:30pm NYT, and four quarter-hour segments of From These Roots, Monday thru Friday, 3:30-4pm NYT; both programs starting June 30.....ABC is bringing back a new round of its Chicago polka programs, with Polka-Go-Round starting June 23 as the Monday, 9:30-10:30pm NYT replacement for Lawrence Welk's Top Tunes and New Talent. The Welk program will return from vacation on August 25. The polka program will use the arena staging technique for the program, with the entire studio audience seated "in the round," completely surrounding the musical performers who will dance and sing with the audience also in camera range at all times.

ROSS REPORTS—TELEVISION INDEX

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Friday(June 13)

NBC- 7:30-8pm NYT, Weekly; DEBUT - The Big Game - LIVE (COLOR) from LA; to the net. (Replaces Truth or Consequences, last evening program June 6). § Tom Kennedy is m.c. for the quiz program which features two competing contestants answering questions on various subjects. The game uses a board with lights and translucent animals and contestants answering questions correctly get a chance to "shoot" at an opponent's animals through an electrical hook-up. The first contestant to "hit" all the lights on his opponent's animals wins the game, with cash prizes going to winners.

§ Sustaining.

§ PKGR- Jackson Stanley with NBC(LA); Prod & Writer- Jackson Stanley; Dir- William Bennington; Music Dir- Ivan Ditmars.

Saturday(June 14)

NBC- 1:45-2pm NYT (premiere), alt Sat, other dates; DEBUT - The Sports Page - LIVE from NY; no. of stations not available; will not be seen in any city with a major league ball club. § Bud Palmer will be the host for the sports commentary show, with each program's subject keyed to the game that follows, through the location, or background or famous personality. (See also, Sports Page on the CBS net, page 45). The program alternates with Leo Durocher's Warmup (see page 46).

§ SPONSOR- General Mills, Inc (Wheaties) thru Knox Reeves Advertising, Inc(Minn)

§ PKGR- Sports Programs, Inc(NY); Prod & Dir- Jack Lubell.

NBC- approx 4:30-7:30pm NYT (3-4:30pm LAT), this date only; SPECIAL - National Open Golf Championship - LIVE from Tulsa, Okla.; to the net. § Chick Hearn, Ray Scott and Jim Simpson will be commentators for the coverage of the final three holes played of the 58th annual National Open Golf Championship, at Southern Hills Country Club, Tulsa, Okla. The telecast marks the 5th straight year NBC has presented the finals of the event.

§ Sustaining.

§ PKGR- NBC Sports; Prod- Perry Smith; Dirs- Jack Dillon, Ted Nathanson.

NBC- 8-9pm NYT & LAT, Weekly; DEBUT - Bob Crosby Show - LIVE (COLOR) from NY; 167 stations live, 6 color videotape. (Replaces Perry Como Show, last show June 7; returns Sept 13). § Bob Crosby is star and host of the show, with singing-dancing comedienne Gretchen Wyler as featured regular; with different guest stars weekly. The musical-variety program will feature dancers and a singing group as weekly regulars. (Continued on next page)

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Saturday(June 14)

NBC- Bob Crosby Show (Continued from previous page):
§ SPONSORS- (one-third of the program each, alternate weeks or irregularly) American Dairy Assn thru Campbell-Mithun, Inc(Minn); Kimberly-Clark Corp (Kleenex, Delsey) thru Foote, Cone & Belding(Chi); Knomark Manufacturing Co (Esquire polishes) thru Emil Mogul Co., Inc(NY); Noxzema Chemical Co (Various Products) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Radio Corp of America (RCA Victor) and Whirlpool Corp (Ranges, Washers), both thru Kenyon & Eckhardt, Inc(NY); Sunbeam Corp (All Products) thru Perrin-Paus Co(Chi).
§ PKGR- Roncom Productions, Inc(NY); Prod- Louis DaPron; Dir- Cort Steen; Music Dir- Carl Hoff; Sets- Don Shirley; Costumes- Michi; Choreog- Peter Gennaro; Writers- Hugh Wedlock, Howard Snyder; Choral Dir- Clay Warnick; Casting - GAC.

NBC- 9-9:30pm NYT & LAT, Alt Weeks; TITLE DEBUT - Opening Night - FILM; no. of stations not available. (Replaces The Polly Bergen Show, last show May 31).
§ Arlene Dahl is hostess on film for half-hour anthology dramas, re-runs of films previously seen on NBC and ABC as part of the Ford Theater programs, during the 1956-57 season.
§ SPONSOR- Max Factor Co (Cosmetics) thru Kenyon & Eckhardt, Inc(LA).
§ PKGR & Film Prod- Screen Gems, Inc., at Columbia Studios, Hollywood.

NBC- 10:30-11pm NYT & LAT, Weekly; RETURN - The Joseph Cotten Show - FILM; approx 170 stations net and delayed. (Replaces Your Hit Parade, last show June 7). § Re-runs of dramas starring Joseph Cotten as host-narrator for all films and star of several; all based on stories of famous trials. The films were previously on the NBC net as The Joseph Cotten Show - On Trial, 1956-57.
§ ALTERNATE SPONSORS- 1) American Tobacco Co (Hit Parade Cigarettes) thru Batten, Barton, Durstine & Osborn, Inc(NY). 2) Toni Co (Various Products) thru North Advertising, Inc(Chi).
§ PKGR- MCA-TV; Film Prod- Fordyce Enterprises, Inc., at Revue Productions, Republic Studios, Hollywood; Prod- Collier Young; Dirs- Various.

Sunday(June 15)

CBS- 5:30-6:25pm NYT (2:30-3:25pm LAT), this date only; SPECIAL - The United States and South America - LIVE from Washington, D. C.; to the net. (Preempts Face the Nation and The Search, this date only). § A special symposium, with Howard K. Smith as moderator, and four experts, two from the U. S. and one each from Peru and Ecuador, on the causes of the tensions manifested during Vice President Nixon's recent South American tour. The discussion will take place at the Pan American Union, in the auditorium, in Washington, D. C.
§ Sustaining, public service.
§ PKGR- CBS News & Public Affairs; Prod- James Fleming; Assoc Prod- Richard Siemanowski; Dir- Michael Zeamer.

THIS WEEK -- REGULAR NETWORK SPECIALS

CBS- Du Pont Show of the Month (10 times during the season, various times) June 12, Thursday, 9:30-11pm NYT & LAT, "The Member of the Wedding," adapted from Carson McCullers' play, starring Claudia McNeil and Collin Wilcox (see page B for cast credits). § Pkgr- Talent Associates, Ltd(NY); Prod- David Susskind; Dir- Robert Mulligan. § LIVE from NY; last show of the season.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Country Music Jubilee (Sat, 8-9pm NYT) Jim Reeves is substitute m.c. for two months while Red Foley is on vacation.

ABC- This Is Music; DEBUT June 6; Friday, 8:30-9pm NYT, Weekly; LIVE from Cincinnati, to the net. (Replaces Stars of Jazz, which moves to Monday, 9-9:30pm NYT (seen 10:30-11pm LAT), effective June 9, in turn replacing Voice of Firestone, last show June 2, returning in the fall). § Pantomime and dance program originating from WCPO-TV(Cinn), starring Colin Male, Ramona Burnett, Gail Johnson, Bud Chase and Bob Smith.
§ Sustaining.
§ PKGR & Prod- WCPO-TV(Cinn); other production credits not available.

Patrice Munsel Show (Fri, 9:30-10pm NYT & LAT) Last show, June 13.

CBS- Studio One in Hollywood (Mon, 10-11pm NYT, 9-10pm LAT) Summer season starts with production of June 9, no change in program title, but new production staff takes over that date: Exec Prod- Robert Sparks; Prods- Julian Claman, Eve Wolas, Anthony Barr, others; Dirs- Various.

Jack Benny Program (Alt Sun, 7:30-8pm NYT & LAT) Last show of season, June 15.

To Tell the Truth (Tue, 9-9:30pm NYT, 8-8:30pm LAT) Philip Morris, Inc (Marlboro Cigarettes) thru Leo Burnett Co., Inc(Chi) becomes alternate week sponsor, effective June 3. Pharmaceuticals, Inc., thru Parkson Advertising, Inc., continues as alternate week sponsor.

NBC- The Life of Riley (Fri, 8:30-9pm NYT & LAT) Re-runs began May 30, thru Aug 22.

Tales of Wells Fargo (Mon, 8:30-9pm NYT & LAT) Re-runs began June 2, thru Sept 1.

Loretta Young Show (Sun, 10-10:30pm NYT & LAT) Re-runs began June 1.

The People's Choice (Thu, 9-9:30pm NYT & LAT) Re-runs began June 5.

TALENT SHOWSHEET AND SCRIPT REPORT - JUNE 9 - JUNE 15

Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptations, (SW) Staff-written. Performers and other identifications used are: (SD) Staff-Directed, (A) Actor, (S) Singer, (D)Dancer, (C) Comic,(M) Musician. Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars." Live shows are listed in caps in the left column; filmed shows are in upper and lower case, underlined, same column. Program times listed are current in New York and Los Angeles. Where number is in parentheses, it indicates a different Los Angeles time.

Generally only first runs of a film series are listed. During the summer when many shows are in re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs(and omitted from the listing) are: Adventures of Jim Bowie, Adventures of McGraw, Circus Boy, General Electric Theatre, Gunsmoke, Life of Riley, Maverick, People's Choice, Dick Powell's Zane Grey Theatre, Scotland Yard, Tales of Wells Fargo, Trackdown, Turning Point, Voice of Firestone(kines), Loretta Young Show.

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

PLAYHOUSE 90; Thursday June 5; CBS 9:30pm - ADD: Peg Hillias.

MAKE ME LAUGH; Thursday June 5; ABC 10pm - ADD: Eva Gabor.
KRAFT THEATRE; Wednesday June 4; NBC 9pm - DELETE: Roddy McDowall, Janice Rule; ADD: Jody McCrea.
JACK PAAR SHOW; NBC 11:15pm - DELETE: 6/2 & 6/5 - Felicia Saunders(S); 6/6 - Charlotte Rae(C); ADD: 6/5 - Hermione Gingold(S), Denise Lor(S).

JIMMY DEAN SHOW; Saturday June 7; CBS 12pm - ADD: Leo De Lyon(C), Mary Small(S).

DICK CLARK SHOW; Saturday June 7; ABC 7:30pm - ADD: Tony Bennett(S), Janet Leigh(A), Lee Andrews and the Hearts, Jody Reynolds(S), Little Booker(S).

PERRY COMO SHOW; Saturday June 7; NBC 8pm - ADD: Bob Crosby(S).

LOOK UP AND LIVE; Sunday June 8; CBS 10:30am - ADD: The Baby-Blue Crucifix; (O) Robert Crean; with Molly McCarthy, Pert Kelton, Ralph Bell, Mary James, Richard Bright; (SD).

MONDAY JUNE 9

Burns & Allen	CBS 8pm	with regulars & Barbara Stuart, Jack Albertson, Phil Arnold.
Restless Gun (John Payne)	NBC 8pm	The Peddler; with Edouard Franz, Bob Morgan, Olive Carey, Bert Nelson, Bob LaVarre; (SW&SD).
TALENT SCOUTS	CBS 8:30pm(7:30)	Maurice Bolyer(M), Mary Lou Gonzales(S), Ben Schachar(S).
STARS OF JAZZ	ABC 9pm(10:30)	Note: NEW DAY & TIME: with regulars & June Christy(S), Shorty Rogers and the Giants(M).
TOP TUNES & NEW TALENT (Lawrence Welk)	ABC 9:30pm	LAST SHOW (Summer Hiatus). Chuck Nelson(S), Al Hirt(M), Jo Ann Castle(M).
Goodyear Theatre	NBC 9:30pm	Disappearance; (O) Christopher Knopf; with Jack Lemmon, Joan Blackman, Gail Kobs, Bill Tallman, Robert Bice, Robert Bailey; Dir - Robert Florey
STUDIO ONE IN HOLLYWOOD	CBS 10pm(9)	The Strong Man; (O) Harold Jack Bloom; with Everett Sloane, Barbara Baxley, James Franciscus, Eric Fleming; Dir - Lamont Johnson.
Suspicion	NBC 10pm	The Man With the Gun; (O) W. E. C. Fairchild; (A) Arthur Arent; with Anthony Quayle, Maureen Hurley, Alfred Ryder, Carlos Montalban, Murray Matheson, Philip Bourneuf, Katherine Hendryk, William Cottrell; Dir - Jack Smight.

TUESDAY JUNE 10

Sugarfoot (Will Hutchins)	ABC 7:30pm	Mule Team; with Don Haggerty, Eilene Janssen.
Mr. Adams & Eve	CBS 8pm(7)	The Chowder Cup; with regulars & Will Wright; (SW&SD).

TUESDAY JUNE 10 (Cont'd)
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THE INVESTIGATOR (Lonny Chapman & Howard St John)	NBC 8pm	(O) Louis Pelletier; with regulars & Sheppard Strudwick, Jack Klugman, Parker McCormick, Rudy Bond; Dir - William A. Graham; Note: First two shows directed by Mr. Graham, after which he alternates with Charles Dubin.
Wyatt Earp (Hugh O'Brian)	ABC 8:30pm	My Husband; with regulars & Carol Stone, Paul Brinegar, Damion O'Flynn; (SW&SD).
Broken Arrow (John Lupton)	ABC 9pm	The Outlaw; with regulars & Gerald Milton, Hal J. Smith, Morgan Woodward, Stanley Clements; (SW&SD).
Red Skelton Show	CBS 9:30pm(8:30)	with Barbara Nichols, Lynn Bari.
Bob Cummings Show	NBC 9:30pm	Bob Frees Schultzy For Romance; with regulars & Rose Marie, Lisa Gaye; (SW&SD)
Californians (Richard Coogan)	NBC 10pm	Bridal Bouquet; (O) Michael Fessier; with Rebecca Welles, John Alderson; (SD).

WEDNESDAY JUNE 11
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Wagon Train (Ward Bond, Robert Horton)	NBC 7:30pm	The John Wilbot Story; (O) Richard Maibaum; with regulars & Dane Clark, Tyler McVey, Audrey Dalton, Robert Vaughn, Virginia Aldridge, Tharon Crigler, Roy Engel, Orville Sherman; (SD).
Leave It To Beaver	CBS 8pm	with regulars & Ken Osmond; (SW&SD).
Tombstone Territory (Pat Conway)	ABC 8:30pm	Legacy of Death; (O) Milton Gelman; with regulars & Joe de Santis, Anthony George, Perry Lopez, Anna Navarro, Robert Tafur, Robert Tetrick, Frank Sully; Dir - Tom Gries.
BIG RECORD	CBS 8:30pm(7:30)	Les Brown & Orch, Bill Hayes(S). LAST SHOW.
Father Knows Best	NBC 8:30pm	Betty Finds a Cause; with regulars & Charity Grace, Robert Chapman, Basil Ruysdael; (SW&SD).
KRAFT MYSTERY THEATRE	NBC 9pm	Note: TITLE CHANGE; Killer's Choice; (O) "Ed McBain"(Evan Hunter); (A) Alvin Boretz; with Michael Higgins, Staats Cotsworth, Joanne Linville, Martin Rudy, Joan Copeland, Peggy Conklin, Arthru Mallet, Robert Mandin, George Maharis, Robert Dowdell, Karl Light, Irene Cowan; Dir - Paul Bogart.
ARMSTRONG CIRCLE THEATRE	CBS 10pm	Kidnap Story: Hold for Release; (O) John Campbell Bruce; (A) Loring Mandel; with Henderson Forsythe, Luis Van Rooten, James Vickory, Addison Powell, John Kellogg, Victor Thorley, Robert Emmett, Larry Webber, Henry Beckman; Dir - William Corrigan.

THURSDAY JUNE 12
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Zorro (Guy Williams)	ABC 8pm	The Sergeant Regrets; with regulars & Henry Calvin, Charles Korvin; (SW&SD).
Richard Diamond Private Detective(David Janssen)	CBS 8pm	with regulars & Charlie Cane, Jess Kirkpatrick, Bob Gist, Chris Alcaide, Saul Gorss, Peggy Maley, Kipp Hamilton, Grant Richards, Clegg Hoyt; (SW&SD).
Real McCoys (Walter Brennan)	ABC 8:30pm	Her Flaming Youth; with regulars & Madge Blake, Irene Tedrow; (SW&SD).
CLIMAX!	CBS 8:30pm	The Volcano Seat; (O) David Swift; with Michael Rennie, Albert Salmi, Patricia Cutts, Bernard Hamilton; Dir - David Swift.
Dragnet (Jack Webb)	NBC 8:30pm	with regulars & Morey Amsterdam, Yvonne Lime, Paul Hahn, Ed Stevlingson, Bob Wehling, Billy Nelson; (SW&SD).
PAT BOONE CHEVY SHOWROOM	ABC 9pm	Jaye P. Morgan(S) & her Brothers(M).
DU PONT SHOW OF THE MONTH	CBS 9:30pm	Member of the Wedding; (O) Carson McCullers; (A) Jacqueling Babbin & Audrey Gellin; with Collin Wilcox, Claudia McNeil, Dennis Kohler, Crahan Denton, Larry Hagman, Stanley Greene, Jo Hurt, Claire Griswold; Dir - Robert Mulligan.

THURSDAY JUNE 12 (Cont'd)

MAKE ME LAUGH	ABC 10pm	Al Kelly(C), Joey Carter(C), Orson Bean(C).
LUX SHOW STARRING ROSEMARY CLOONEY	NBC 10pm	Earl Holliman(A-S), Shelley Berman(C).

FRIDAY JUNE 13

Adventures of Rin Tin Tin	ABC 7:30pm	The Courtship of Marshal Higgins; with regulars & William Fawcett, Cherrio Meredith; (SW&SD).
Jefferson Drum (Jeff Richards)	NBC 8pm	Bandidos; (O) E. Jack Neuman; with regulars & Rondolfo Acosta, Than Wyenn, Lita Milan; Dir - Harmon Jones.
Frank Sinatra Show	ABC 9pm	RE-RUN of A Gun at His Back
Phil Silvers Show (You'll Never Get Rich)	CBS 9pm	Bilko's Schooldays; with regulars & Frank Marth, Clint Young, Julie McMillan, Ellen Parker; (SW&SD).
PATRICE MUNSEL SHOW	ABC 9:30pm	LAST SHOW. No guests

MULTIPLE & ACROSS-THE-BOARD SHOWS - JUNE 9-JUNE 13

GARRY MOORE SHOW	CBS 10am(9)	6/11 - Phil Foster(C); 6/13 - Earl Hall
NBC MATINEE THEATRE	3pm (12 Noon)	6/9 - RE-RUN of 2/26/58; 6/10 - The Story of Marcia Gordon; (O) Marjorie Duhan Adler; 6/11 - Town in a Turmoil; (O) Bernham Carter; (A) George Lowther; 6/12 - Washington Square;(C) Henry James; (A) Michael Dyne; 6/13 - Course for Collision; (O) Arthur Hailley.
MODERN ROMANCES (Monique Van Vooren)	NBC 4:45pm(1:45)	(O) Irving Elman; with Wesley Addy, Augusta Dabney, Mike Constantine.
JACK PAAR SHOW	NBC 11:15pm	Betty Johnson is guest for entire week. 6/9 - Arlene Francis(A), Genevieve(S), Allen Funt; 6/10 - James Mason(A), Pamela Mason, Portland Mason, Cliff Arquette(A); 6/11 - Lou Holtz(C), Genevieve(S), Baird Puppets; 6/12 - Jack Douglas, Cliff Arquette(C); 6/13 - Kaye Ballard(C), Genevieve(S), Lou Holtz(C).

SATURDAY JUNE 14

JIMMY DEAN SHOW	CBS 12Noon	Les Paul & Mary Ford(S).
TRUE STORY (Kathi Norris)	NBC 12N(4pm)	(O) George Lowther; with Mary Kay Welles, Alfred Ryder, William Prince, Rudy Bond.
DICK CLARK SHOW	ABC 7:30pm	Frankie Avalon(S), Toni Arden(S), Royal Teens(S), John D. Lautermilk(S), Hugo & Luigi(S).
Perry Mason (Raymond Burr)	CBS 7:30pm(6:30)	The Case of the Black-Eyed Blonde; with regulars & Whitney Blake, Jan Merlin, Phyllis Coates, R. G. Armstrong, Irene Hervey, Judith Ames, Grandon Rhodes, Ludwig Stossel, Frank Sully, Joe Dominguez, Casey Peters, Francis De Sales, Jack Lomas; Dir - Roger Kay.
COUNTRY MUSIC JUBILEE	ABC 8pm(8:30)	Homer and Jethro(S-C).
BOB CROSBY SHOW	NBC 8pm	PREMIERE: Gretchen Wyler is regular featured star. Everly Brothers(S), Joey Bishop(C).
Have Gun, Will Travel (Richard Boone)	CBS 9:30pm(8:30)	with John Carradine, Judson Pratt, Bart Bradley, Simon Oakland; Dir - Andrew V. McLaglen.

SUNDAY JUNE 15

Jack Benny Show	CBS 7:30pm	LAST SHOW: RE-RUN of 12/4/55

SUNDAY JUNE 15 (Cont'd)

No Warning!	NBC 7:30pm	Parole; with Whit Bissell, Ted de Corsia.
Ed Sullivan Show	CBS 8pm	(ON FILM): Bill Holden(A), Sophia Loren(A), Brigitte Bardot(A), Maurice Chevalier(S), Jacques Tati(C), Mitzi Gaynor(S), The Platters(S), Nitwits(C), Le Gang De Gag(C), Marini Quartet(M), Bayanihan Folk Dance Group.
STEVE ALLEN SHOW	NBC 8pm	Kirk Douglas(A), Jonathan Winters(C), The Hi-Lo's(S), Joni James (S), Roy Hamilton(S).
Adventure At Scott Island	ABC 8:30pm (Barry Sullivan)	Survival; with regulars & Joseph Sullivan, Billy M. Greene, Jim Kelly; Dir - Leon Benson.
DINAH SHORE CHEVY SHOW	NBC 9pm	Marge and Gower Champion(D), Art Carney(C).
Alfred Hitchcock Presents	CBS 9:30pm	The Canary Sedan; (O) Ann Bridge; (A) Stirling Silliphant; with Jessica Tandy, Murray Mathison, Gavin Muir, Patrick Westwood, Barry Harvey, Barry Bernard, Owen Cunningham, Tetsu Komai.

ROSS REPORTS—TELEVISION INDEX

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EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

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MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

A CBS meeting this week resolved some programming problems for the fall; or at least set up a group of shows to be pitched to sponsors and gave tentative time and day placements to others. It had previously been decided on the West Coast that a couple of the prospective one-hour shows which didn't pick up sponsor interest will be revamped for half-hour formats for last-minute fall sale or as mid-winter prospects. Among the latter are Pursuit, the Charles Russell-produced suspense series, and Rod Serling's high level science fiction series. Serling's series will be covered by a new exclusive one-year contract with the net under which Serling will write a minimum of three scripts for Playhouse 90 for next season and also adapt or write one or two dramatic specials. The decisions on new programs have placed the English-produced The Invisible Man series, based on the H. G. Wells book, in the Wednesday, 7:30-8pm NYT spot, with a new Ziv-produced series, World of Giants, in the following 8-8:30pm opening. The Ziv series, according to advance descriptions, will be science fiction in approach, dealing with a government agent who can shrink from his normal size in order to carry on his work.....CBS is applying the Hollywood touch to its new Rawhide series debuting Sept 29 in the Monday, 7:30-8:30pm NYT period. Frankie Laine will record Dimitri Tiomkin's theme music for the series for Columbia Records. Lyrics for the music are by Ned Washington.

NBC confirmed that Hallmark Cards will again sponsor six programs in the Hall of Fame series over the net next season. Milberg Productions, with Mildred Freed Alberg as exec producer, and George Schaefer as producer-director of four of the six programs, will handle all production. The schedule lists the first show as "Johnny Belinda," starring Julie Harris, to be presented October 13, Monday, 9:30-11pm NYT; a musical is set for November 20, Thursday, 9-10:30pm NYT; a one-hour Christmas show will be done on December 14, Sunday, 7-8pm NYT; an original by James Costigan (author of this season's highly-praised "Little Moon of Alban") is set for February 5, Thursday, 9:30-11pm NYT; this season's "Green Pastures" will be repeated on March 23, Monday, 9:30-11pm NYT, and the season will close with a final production, not named, on April 28, Tuesday, 9:30-11pm NYT. The unusual repeat of "Green Pastures" is due in part to a sad combination of circumstances. Critics and home viewers who saw the original production acclaimed it. Unfortunately, the program's opposition on CBS was the late Mike Todd's "Around the World in Eighty Days" Madison Square Garden party, which was a programming fiasco, but the pre-program promotion aided in attracting a big audience that stayed to the bitter end, always hoping. Off this season's record, it is to be expected that any Hallmark production will get handsome buildups from writers who don't see much entertainment sunshine in next season's program schedules. .....Walt Disney will feature a new eight-part series on Disneyland next season, based on the life of John Slaughter, real-life sheriff of Tombstone in the days of the Old West. Tom Tryon will play the title role in the series, covering eight one-hour installments. Production begins this month.

(MORE)

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AFTRA will hold its national convention this year in New York, July 17-20, with the Biltmore as headquarters. Pre-convention caucuses will take place on July 16. The convention will be the focal point for beginning conversations on negotiations to take place in the fall on new contracts with networks and local stations. AFTRA contracts expire Nov 15 every two years. AFTRA's Hollywood chapter, for the first time, will have more elected delegates, based on total membership, than the New York chapter. (This season's high percentage of live shows from LA led to the climb in membership, expected to fade with the end of many of the LA live dramatic originations). Although the convention is expected to tip the trend of fall contract demands, serious work on negotiations won't begin until committees assemble again in September.

Jules C. Stein, founder and chairman of the board of the MCA companies, announced major realignments in the executive staffs of the companies late last week. Lew R. Wasserman becomes executive chairman and chief executive officer of the companies. The following were elected presidents of their respective companies: Lawrence R. Barnett, Music Corp of America; Maurie B. Lipsey, Management Corp of America; Herbert I. Rosenthal, MCA Artists, Ltd.; Taft B. Schreiber, Revue Productions, Inc.; David A. Werblin, MCA TV, Ltd. Senior vice presidents named are: Dave Baumgarten, Music Corp of America; George Chasin, MCA Artists, Ltd.; Alan J. Miller, Revue Productions, Inc.; Michael J. Rockford, MCA TV, Ltd., and Morris M. Schrier, Management Corp of America.

The extremely narrow viewpoint (limited by their local TV stations' programs) of local critics and newspapermen was pointed up again this week when NY saw tapes of the LA program Stars of Jazz on the ABC net. The program has been running in LA for two years and finally made the network grade on April 18, in the Friday, 8:30-9pm NYT spot formerly occupied by Colt .45, but it was not carried by WABC-TV, ABC's NY outlet. Last Monday (9), the tapes were shifted to Monday, 9-9:30pm NYT as the summer replacement for Voice of Firestone, and as one critic noted, it "became a network television attraction last night," when it was seen in NY over WABC-TV. In a similar manner, LA writers frequently give the same weight to local programs as they do to network programs in both news coverage and critical evaluation. Networks cover the country, but big city critics still report for local audiences.

Red Skelton signed a new five-year exclusive contract with CBS and his Tuesday, 9:30-10pm NYT, program will continue next year with its current sponsors, Pet Milk and S. C. Johnson & Son. Skelton has been with CBS since September, 1953, but started as a TV regular on NBC in September, 1951. All this is news, because Jackie Gleason will return to active TV with a live comedy-variety series on October 3, Friday, 8:30-9pm NYT, alternately sponsored by Lever Brothers Co and Pharmaceuticals, Inc. He will have been away from live TV for 16 months. Milton Berle, who returns after over two years off the air as a regular comedian, signed Hal Kantor as producer-director-writer of his Wednesday, 9-9:30pm NYT show, which begins Oct 1, originating in Hollywood.....Your Hit Parade, almost buried under the music madness that afflicted the country during the past couple of years, will strive for a comeback with a changed format and new singers on a new net. The program switches to CBS in the fall and will be seen Fridays, 7:30-8pm NYT, sponsored by American Tobacco Co (owner of the program).....People Are Funny has been renewed for its fourth season on NBC with R. J. Reynolds Tobacco Co (third season) and Toni Co (fourth season) as alternate sponsors.

Concentration, a new TV game based on a children's game of the same name, becomes an NBC daytime show on July 28, Monday thru Friday, 11:30am-12noon NYT, replacing Truth or Consequences. The new Barry & Enright package will have merchandize prizes for contestants.....Lucky Partners, another network version of a bingo-like game, will debut over NBC on June 30, Monday thru Friday, 2-2:30pm NYT. Packaged by Martin and Allan Stone, it will have hefty lists of merchandize prizes for studio and home viewers. Carl Cordell will be m.c. for the show.

ROSS REPORTS—TELEVISION INDEX

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(June 16)

ABC- 7:30-8:30pm NYT, Weekly; RETURN - Cowtown Rodeo - LIVE remote via Philadelphia; to the net. § Marty Glickman does the commentary for the weekly rodeo at "Cowtown, N. J.", Howard "Stoney" Harris's 14,000-acre ranch near Woodstown, N.J. Events range from bronc riding to calf roping. The program was on the ABC net last summer for a month's run during August.
§ Sustaining.
§ PKGR- WFIL-TV(Phila) with Howard Harris; Exec Prod- Lewis Klein(WFIL-TV); Rodeo Prod- Howard "Stoney" Harris; Rodeo Superv- Howard Harris III; Dir- Ed Moore; Commentator- Marty Glickman.

ABC- 9:30-10:30pm NYT & LAT, this date only; SPECIAL REPEAT - Report Card 1958 - KINE; to the net. (Lawrence Welk's Top Tunes and New Talent, usually seen at this time, started a 10-week vacation after the June 9 program, returning Aug 25). § Repeat showing of the special documentary on new experimental directions in public school education, originally presented on May 5 (see page 37).
§ Sustaining.
§ PKGR- ABC News(NY); Prod- Mary Laing; Dirs- Marshall Diskin(live); Robert Northshield(film).

Wednesday(June 18)

ABC- 9:30-10pm NYT (Fri, 6:30-7pm LAT), Weekly; DEBUT - Traffic Court - VIDEOTAPE; to the net. (Replaces the re-runs of Scotland Yard; last show June 11). § Dramatic re-creations of traffic cases presented in a realistic Los Angeles court setting. Edgar Allan Jones, Jr., asst law school dean at the University of California at LA, presides regularly as the judge. The program has been seen locally over KABC-TV(LA). The net program is a tape of the local show.
§ Sustaining and Co-op.
§ PKGR- KABC-TV(LA); Exec Prod- Peter Robinson; Prods- Robert Arbogast, Gene Banks; Dir- Larry Robertson.

Thursday(June 19)

ABC- 10-10:30pm NYT, Weekly; DEBUT - Confession - VIDEOTAPE; to the net. (Replaces Make Me Laugh, last show June 12). § Jack Wyatt interviews convicted criminals on the program, while a varying panel discusses the motives and influences that led to the criminal acts and to the self-defeat inherent in the criminal activities. The program has been seen over WFAA-TV(Dallas) for the past two years. The net program is a tape of the local show.
§ Sustaining and Co-op.
§ Creator & Prod- Jack Wyatt; Exec Prod- Jules Weill.

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Friday(June 20)

ABC- 9:30-10pm NYT & LAT, Weekly; TITLE DEBUT - The Frigidaire Summer Theatre - FILM; no. of stations not available. (Replaces The Patrice Munsel Show, last show June 13). § Re-runs of films previously seen over the CBS net as part of General Electric Theatre and Schlitz Playhouse.
§ SPONSOR- Frigidaire Division, General Motors Corp., thru Kudner Agency, Inc.
§ PKGR- MCA-TV; Film Prod- Revue Productions, Inc., at Republic Studios, Hollywood, Calif.; Prod Staffs- Various.

ABC- 10-10:30pm NYT, Weekly; DEBUT - Harness Racing - LIVE from NY; to the net. § Telecasts of harness races at Roosevelt Raceway, and later in the season from Yonkers, with Jack O'Shea calling the races and Howard Cosell handling the commentary.
§ Sustaining and Co-op.
§ PKGR & Prod- ABC-TV, ABC staff.

OTHER NETWORK CHANGES & ADDITIONS

ABC- The Adventures of Jim Bowie (Fri, 8-8:30pm NYT & LAT) Re-runs started May 30.

Tombstone Territory (8:30-9pm NYT; 9-9:30pm LAT) Re-runs begin June 18.

Life and Legend of Wyatt Earp (Tue, 8:30-9pm NYT & LAT) Re-runs begin June 17.

CBS- A Special Report on Soviet Education; SPECIAL June 15; Sunday, 5-5:30pm NYT & LAT, this date only; LIVE & FILM from Washington, D. C.; to the net. (Preempts The Last Word, this day only). § Report and discussion on the first U. S. Government-sponsored cultural exchange tour of the Soviet Union's education system, with CBS News correspondent George Herman as moderator of the discussion, following the report by U. S. Commissioner of Education Lawrence G. Derthick and three other members of the ten-member group that made the 30-day visit last May 6.
§ Sustaining.
§ PKGR- CBS News & Public Affairs; Prod- William Kobin(CBS News, Washington).

Dick Powell's Zane Grey Theatre (Fri, 8:30-9pm NYT; 7:30-8pm LAT) Re-runs have been in effect for several weeks and will continue thru July 11, when the program will be replaced by other re-runs during a summer hiatus.

Have Gun, Will Travel (Sat, 9:30-10pm NYT; 8:30-9pm LAT) Re-runs begin June 21.

NBC- The Chevy Show (Sun, 9-10pm NYT & LAT) Dinah Shore, regular star of the series goes on vacation for 16 weeks after the June 15 show. Regular stars during the summer period will be Edie Adams, Janet Blair, Dorothy Kirsten and John Raitt. Featured comedians during the summer will be Stan Freberg and the team of Rowan and Martin, each appearing on five programs. Summer production staff: Pkgr- Henry Jaffe Enterprises; Prod & Dir- Bob Henry; Assoc Prod & Dir- Dean Whitmore; Music Dir- Harry Zimmerman. Program continues to originate LIVE (COLOR) from LA.

National Open Golf Championship; ADD SPONSOR; June 14, Sat, 4:30-7:30pm NYT, this date only (see page 47). The 6:30-7:30pm NYT period will be co-sponsored by Carter Products, Inc (Rise Shave Cream) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY), and W. F. Young, Inc (Absorbine, Jr.) thru J. Walter Thompson Co (NY). On the program staff, Lindsey Nelson will be one of the three commentators in place of Jim Simpson, previously announced.

Father Knows Best (Wed, 8:30-9pm NYT & LAT) Re-runs begin June 18.

Watch Mr. Wizard; SCHEDULE CHANGE June 15; Sun, 4-4:30pm NYT & LAT. Program has been seen 1-1:30pm NYT; 10-10:30am LAT. Re-run kines began June 8; thru Aug 31.

TALENT SHOWSHEET AND SCRIPT REPORT - JUNE 16 - JUNE 22

Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptations, (SW) Staff-written. Performers and other identifications used are: (SD) Staff-Directed, (A) Actor, (S) Singer, (D) Dancer, (C) Comic, (M) Musician. Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars." Live shows are listed in caps in the left column; filmed shows are in upper and lower case, underlined, same column. Program times listed are current in New York and Los Angeles. Where number is in parentheses, it indicates a different Los Angeles time.

Generally only first runs of a film series are listed. During the summer when many shows are in re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs(and omitted from the listing) are: Adventures of Jim Bowie, Adventures of McGraw, Circus Boy, Father Knows Best, General Electric Theatre, Gunsmoke, Have Gun, Will Travel, Life of Riley, Life and Legend of Wyatt Earp, Maverick, People's Choice, Dick Powell's Zane Grey Theatre, Scotland Yard, Tales of Wells Fargo, Tombstone Territory, Trackdown, Turning Point, Loretta Young Show.

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

STUDIO ONE IN HOLLYWOOD; Monday June 9; CBS 10pm - ADD CAST: Don Keefer, Sam Gilman, Walter Barnes, Stephen Joyce, Warren Oates, Michael Ross.

PLAYHOUSE 90; Thursday June 12; CBS 9:30pm - ADD CAST: Catherine Ayers.

MAKE ME LAUGH; Thursday June 12; ABC 10pm - LAST SHOW; DELETE: Al Kelly; ADD: Louis Nye(C), Kim Hunter(A), Rocky Graziano.

ART LINKLETTER'S HOUSE PARTY; CBS 2:30pm - ADD: 6/9 - Jimmie Rodgers(S); 6/13 - Ben Blue(C).

JACK PAAR SHOW; NBC 11:15pm - 6/11 - DELETE: Lou Holtz(C); ADD: Eva Gabor(A); 6/13 - ADD: George Jason(Magician).

LAMP UNTO MY FEET; Sunday June 15; CBS 10am - ADD: The Masks We Wear (O); Heywood Kling; with William Post, Jr, Ward Costello, Jane Barrie, Denise Jarret, Jim Dimitri, Sean O'Desmond.

LOOK UP AND LIVE; Sunday June 15; CBS 10:30am - ADD: Benediction; (O) F. Scott Fitzgerald; (A) David Ebin; with William Smithers, Sally Kemp, John Fiedler, William Clemens, Roy Shuman.

CAMERA THREE; Sunday June 15; CBS 11:30am - ADD: Poetry of Federico Garcia Lorca; with Michael Tolan, Martin Waldron, Muriel Bergson, Ernesto Gonsales, Ricardo Valle, Jane White.

Ed Sullivan Show (On Film); Sunday June 15; CBS 8pm - ADD: The Ukrainian State Ballet, Sir Malcolm Sargent & the London Philharmonic Orchestra.

MONDAY JUNE 16

Burns & Allen	CBS 8pm	with regulars & Barbara Stuart, Mike Mason, Angela Austin.
Restless Gun (John Payne)	NBC 8pm	Gratitude; with John Litel, Johnny Crawford, Jeanne Bates, Ewing Mitchell, Bob Anderson, Jeff Baker; (SW&SD).
TALENT SCOUTS	CBS 8:30pm(7:30)	Pat Boone(S), The Berj Vaughn Quartet(M), Ann Merlin(S), Pauline Stark(S).
STARS OF JAZZ	ABC 9pm(10:30)	Modern Jazz Quartet(M), Herb Jeffries(S).
Alcoa Theatre	NBC 9:30pm	The Adventures of Johnny Risk; with Lew Ayres, Michael Landon, Alan Hale, Robert Griffen, De Forest Kelley.
STUDIO ON IN HOLLYWOOD	CBS 10pm(9)	The Left-Hand Welcome; (O) John D. Weaver; (A) Robert Presnell, Jr; with Tommy Sands, Elaine Stritch, Judi Meredith, John Hoyt, Charles Aidman; Dir - Ron Winston.
Suspicion	NBC 10pm	The Woman Turned to Salt; with Michael Rennie, Pamela Brown, Susan Oliver.

TUESDAY JUNE 17

Cheyenne (Clint Walker)	ABC 7:30pm	The Angry Sky; with Andrew Duggan, Adele Mara, Joan Evans.
Mr. Adams & Eve	CBS 8pm(7)	Dear Variety; with regulars & Katherine Warren, Sam Flint, Bill Ervin, Howard Smith; (SW&SD).

TUESDAY JUNE 17 (Cont'd)

THE INVESTIGATOR (Lonny Chapman, Howard St. John)	NBC 8pm	with Joanne Linville, Carlos Montalban, Albert Paulson, Gerald Price, Jerry Lazaree; (SD).
Broken Arrow (John Lupton)	ABC 9pm	Jeopardy; with regulars & Billy Wayne, Carl Betz, Joseph Sonessa, Kem Dibbs; (SW&SD).
Red Skelton Show	CBS 9:30pm(8:30)	with Jayne Meadows, Jan Arvan, Barbara Morrison, Ernie Raboff, Maxine Gates, Edith Leslie, Frank Scannell, Tor Johnson.
Bob Cummings Show	NBC 9:30pm	Bob's Forgotten Fiancee; with regulars & Connie Towers, Olive Sturgess, Laurie Anders; (SW&SD).
Californians (Richard Coogan)	NBC 10pm	Golden Grapes; (O) Maurice Tombragel; with Anthony Caruso, Mark Damon, Luana Anders, Leo Britt, Stafford Repp; (A) Michael Fassier; (SD).

WEDNESDAY JUNE 18

Wagon Train (Ward Bond, Robert Horton)	NBC 7:30pm	The Monte Britton Story; (O) Thomas Thompson; with Mona Freeman, Ray Danton, John Hout, Stacy Keach; (SD).
KRAFT MYSTERY THEATRE	NBC 9pm	Now, Will You Try for Murder?; (O&A) Harry Olesker; with Lois Nettleton, Al Morgenstern, Fred J. Scollay, Tom Carlin, Carl Frank, David Bauer, Rebecca Sands, Doreen Lang; Dir - Frank Pacelli.
US STEEL HOUR	CBS 10pm	The Littlest Enemy; (O) Nigel Kneale; (A) Lois Jacoby; with Mary Astor, Lili Darvas, Frank Conroy, Miko Oscard, Peter Brandon, Rex O'Malley, Joe De Santis, Jean Marsh, Kerry Mark Joels; Dir - Sidney Lumet.

THURSDAY JUNE 19

Real McCoys (Walter Brennan)	ABC 8:30pm	The Corn Eating Contest; with regulars & Willard Waterman, Hal Schaffer; (SW&SD).
CLIMAX!	CBS 8:30pm	House of Doubt; (O) Mabel Seeley; (A) Irving Wallace; with Vera Miles, Stephen McNally, Patricia Medina, Gene Raymond, Elizabeth Patterson; Dir - Buzz Kulik.
Dragnet (Jack Webb)	NBC 8:30pm	with regulars & Jay Joslyn, Art Ballinger, Ken Peters, Shirley Buchanan, Nancy Evans, Booth Coleman; (SW&SD).
PAT BOONE CHEVY SHOWROOM	ABC 9pm	Gale Storm(S-A).
PLAYHOUSE 90	CBS 9:30pm	A Town Has Turned to Dust; (O) Rod Serling; with Rod Steiger, William Shatner, Fay Spain, James Gregory, Mario Alcalde, Martin Garralaga; Dir - John Frankenheimer.
FORD SHOW	NBC 9:30pm	Molly Bee(S).
LUX SHOW STARRING ROSEMARY CLOONEY	NBC 10pm	LAST SHOW. Jose Ferrer(A).

FRIDAY JUNE 20

Adventures of Rin Tin Tin	ABC 7:30pm	Rusty's Strategy; with regulars & Robert Warwick; (SW&SD).
Jefferson Drum (Jeff Richards)	NBC 8pm	The Outlaw; (O) Anthony Ellis; with regulars & Sue George, Martin Balk, Robert Griffin, Harry Hickox, Barbara Stuart; (SD)
Frank Sinatra Show	ABC 9pm	Take Me to Hollywood; RE-RUN of 12/13/57.
Schlitz Playhouse	CBS 9:30pm	You'll Have to Die Now; (O) Michael Shaara; (A) Donald S. Sanford; with Steve Forrest, James Gregory, Paula Raymond, Robert Simon, Herschel Bernardi; Dir - John Brahm.
The Lineup (Warner Anderson, Tom Tully)	CBS 10pm(9)	LAST SHOW(Summer Hiatus). The Glorietta Shakedown Case; (O) Lawrence Resner; with Jeanne Cooper, Joyce Holden, Bert Holland, Craig Duncan, Mary Carroll, Celia Lovsky; Dir - Harold Schuster.

MULTIPLE & ACROSS-THE-BOARD SHOWS - JUNE 16 - JUNE 20

GARRY MOORE SHOW	CBS 10am(9)	6/17 - "Doc" Jorne(M); 6/20 - Carol Burnett(C).
NBC MATINEE THEATRE	3pm(12Noon)	RE-RUNS till June 27: 6/16 - The Odd Ones, RE-RUN of 3/9/56; 6/17- The Man With the Pointed Toes, RE-RUN of 1/28/58; 6/18- A Question of Balance, RE-RUN of 9/13/56; 6/19 - The Heart's Desire; RE-RUN of 2/21/57; 6/20 - The Man Without a Country, RE-RUN of 11/10/55
MODERN ROMANCES (Kathryn Murray)	NBC 4:45pm(1:45)	(O) Harry Junkin; with Barbara Wilkins, Bill Mason, John Gibson, John Napier.
JACK PAAR SHOW	NBC 11:15pm	6/16 - Connie Towers(S), Virginia Graham, Allen Funt; 6/17 - Genevieve(S), Cliff Arquette(C), Charlie Althoff(C), Richard Hayes(S); 6/18 - Jim Moran, Lew Parker & Betty Kean(C); Baird Puppets, Connie Towers(S); 6/19 - Hermione Gingold(C), Cliff Arquette(C), Richard Hayes(S); 6/20 - Genevieve(S), Connie Towers(S), Sid Gould(C), Don Tannen(C). Dave Gardner(C) subs for Hugh Downs for two weeks.

SATURDAY JUNE 21

JIMMY DEAN SHOW	CBS 12 Noon	Jerry Lester(C)
TRUE STORY (Kathi Norris)	NBC 12N(4pm)	(O) Michelle Cousin; with Maxine Stuart, Jay Barney, Bill Daniels, Maggie Grindell.
DICK CLARK SHOW	ABC 7:30pm	Lou Monte(S), Danny & the Juniors(S), Janice Harper(S), Bill Doggett(S).
Perry Mason (Raymond Burr)	CBS 7:30pm(6:30)	The Case of the Terrified Typist; (O) Bill MacDonald & Robert Dennis; with regulars & Jack Raine, Joanna Moore, Alan Marshall, Joan Elan, Ben Wright, Hank Patterson, Harold Dyrenforth, Kenneth R. MacDonald, Connie Cezon, Frankie Darro; Dir - Andrew V. McLaglen.
COUNTRY MUSIC JUBILEE	ABC 8pm(8:30)	Johnny Cast(S), Speedy West(M).
BOB CROSBY SHOW	NBC 8pm	Georgia Gibbs(S), Steve Lawrence(S).

SUNDAY JUNE 22

No Warning!	NBC 7:30pm	Fingerprints! (O) Leonard Heideman; with Paul Stewart, Lola Albright, Brian Kelly; Dir - Maury Geraghty.
Ed Sullivan Show (10th Anniversary Show)	CBS 8pm	(On Film). Luise Rainer(A), Charles Laughton(A), Yul Brynner(A), Jackie Gleason(C), Art Carney(C), Lucille Ball & Desi Arnaz(C), Jack Benny(C), Phil Silvers(C), Bing Crosby(S), Margaret Truman (S), Perry Como(S), Gary Cooper(A), Johnnie Ray(S), Elvis Presley(S), Teresa Brewer(S), Rosemary Clooney(S), Tony Martin(S), Helen Hayes(A), Rodgers & Hammerstein, Lerner & Lowe, Grace Kelly(A), Ralph Meeker(A), Victor Borge(C-M), Moira Shearer(D), Fred Astaire(D), Wayne & Shuster(C), Maurice Chevalier(S), Sophie Tucker(S).
STEVE ALLEN SHOW	NBC 8pm	Peter Ustinov(A), Jack Lemmon(A), Dave Brubeck(M), Jerry Vale(S), Jeri Southern(S).
Adventure At Scott Island	ABC 8:30pm (Barry Sullivan)	Return to Trouble; with regulars & James Pritchett, Fred Bier, Arlene Kieta; (SW&SD).
CHEVY SHOW	NBC 9pm	Dinah Shore's last show was 6/15. Summer show stars Edie Adams (S), Janet Blair(S), Dorothy Kirsten(S), John Raitt(S), Stan Freberg(C), and Rowan and Martin(C) rotate.
Alfred Hitchcock Presents	CBS 9:30pm	Impromptu Murder; (O) Roy Vickers; (A) Francis Cockrell; with Hume Cronyn, Doris Lloyd, Valerie Cossart, Robert Douglas, Arthur Gould Porter, David Frankham, George Pelling, Mollie Glessing, Fred Worlock, Gwenn Watts, Regie Devorak; Dir-Paul Henreid

ROSS REPORTS—TELEVISION INDEX

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EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

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MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

In the dear old days (as recently as last year) the nets announced here and there that a program would be taking a vacation for a few weeks, but it would continue to be presented via "specially filmed programs," usually another way of evading that dirty word, "kinescope." This is the new era, so CBS has announced that Captain Kangaroo will be taking a 13-week summer vacation after the program of June 27, "but it will continue to be presented on Saturday mornings in a new time period via new taped material"...Bob Keeshan, creator of the series, will spend several weeks taping special, original material for the show. The vacation will be the first for the staff and the star in almost three years -- and tape made it possible. Tape has also made it possible for the ABC net to bow to the wishes of its affiliates and bring in new programming for the summer, instead of going along with uninspired documentary and travel films as in past years. Stars of Jazz, Traffic Court and Confession are the three local shows making their first appearances on the ABC net this season via videotape. All other things being attractive, viewers now have the option of changing shows as a matter of choice and not because fuzzy kinescopes brought their handicaps with them. Low cost, comparative production simplicity and close-to-live fidelity are qualities providing enough proof even at this early stage to convince at least two major program producers to start planning for taped programs instead of filming several half-hour programs in 1959.

CBS decided on the new Walt Framer audience participation package, For Love or Money, as the strip replacement for The Garry Moore Show, starting Monday, June 30, 10-10:30am NYT. Bill Nimmo will be m.c. for the new show which will give viewers and studio audience contestants a choice of a gift or an unknown sum of money chosen by a "money machine." The cash can be as high as $9,999. Play Your Hunch, the Goodson-Todman package with Merv Griffin as m.c., originally slated to replace Moore, will instead replace How Do You Rate?, starting Monday, June 30, 10:30-11pm NYT. This one features two husband-and-wife teams trying to outguess each other for prizes..... ..Also on the quiz front: Winners' Circle, a Win Elliot-Peg Mayer creation for NBC, goes into a Tuesday evening spot, 7:30-8pm NYT, starting June 24, as the replacement for Treasure Hunt. This one features five contestants racing to a finish line by answering the same questions. Progress is plotted through three electrical devices. Home viewers get a chance to join in this one too, with cash prizes for both studio and home winners.....CBS brings in the new Wolf Enterprises panel show, Keep Talking, on Tuesday, July 8, 8:30-9pm NYT, as the replacement for The Adorn Playhouse, which was the temporary filler for the short-lived Wingo in the spot. Monty Hall is m.c. for the show, which will test the glibness of some articulate show business people. .....Nine-year-old Beat the Clock has invited viewers to suggest unusual props around which new stunts can be built for use on the show. Stuntmen Bob Howard and Frank Wayne will still do the creating and the viewers whose stunt props are chosen will be given merchandise prizes.

(MORE)

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The Loretta Young Show will be replaced for the summer on NBC by a new group of films under the title, Decision, and for seven of the films the title could have an added meaning. The other six half-hour dramas are re-runs. Procter & Gamble is also sponsoring the Young summer replacement, and it's understood that the inclusion of each of the seven new pilot films in the summer series includes an option for future production of several of them, if they make good and a time spot opens up. The new films are: "The Virginian," starring James Drury; "The Danger Game," starring Ray Danton; "The Tall Man," starring Michael Rennie; "Indemnity," starring Richard Kiley; "Stand and Deliver," starring Louis Heyward; "Man Against Crime," starring Darren McGavin, and "Adventures of Mike Shane," starring Mark Stevens.....If the parade keeps up there won't be a frontier town left uncovered in presenting sagas of the old West. Lawman, to be sponsored by R. J. Reynolds Tobacco Co over ABC, Sundays, 8:30-9pm NYT, starting Oct 5, will star John Russell and Peter Brown as the town marshal and deputy, respectively, in Laramie. Warner Bros. is producer of the series.....Herbert B. Leonard has shifted several of his West Coast production men to balance his East and West Coast production teams. Paul Sperling has been named production manager for The Adventures of Rin Tin Tin, starting its fifth year, produced in LA. He succeeds Sam Manners, who moves to NY to become associate producer of Naked City, being produced out of Biltmore Studios by Leonard for Screen Gems. Naked City, a mystery series centering on the exploits of two New York City detectives, starts over ABC on Sept 30, Tuesdays, 9:30-10pm NYT, sponsored by Brown & Williamson Tobacco Corp and The Quaker Cats Co. John McIntire and James Franciscus star as the two detectives.....Monsanto Chemical Co., instead of dropping the Conquest series on CBS as originally rumored, will present two of the special one-hour programs during the fall of 1958, with an option for several more in 1959. The original plan for the series called for 10 of the programs to be presented in two seasons. Four have been presented during the 1957-58 season. The probability now is that all 10 will eventually be done, but spread out over three and possible four seasons.

Robert W. Sarnoff, president of NBC, in a dedication speech in Syracuse yesterday (17) marking the opening of new facilities for WSYR and WSYR-TV, pointed up some of the bitter conflict between newspapers and television for advertising money, and suggested that the underground conflict be openly discussed. Among other points, he continued to point up the contrariness of newspaper critics of television programs. "The broadcaster says he understands the panning of an individual Western or quiz show. The movies and the theater get that too. But why, he asks, must that panning be coupled with a characterization of the entire television service as degraded and with the incorrect claim that we are losing millions of disenchanted viewers? Why must the fact that the TV channels carried this past season the greatest number of informational, cultural and educational special programs in television's history be submerged in the backwash of things wrong?" Later in the speech Mr. Sarnoff pointed out that "in the broadcast season just ended, more Americans spent more time watching television than ever before. The average set was turned on nearly six hours daily, an increase in set usage of four per cent over the prior season. There is not a scintilla of fact to support the charge that the public is tired of present programming. Television continues with a popular mandate of awesome proportions."

ROSS REPORTS—TELEVISION INDEX

JUNE 23-29, 1958

VOLUME 10 NUMBER 26

EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

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PUBLISHED BY TELEVISION INDEX, INC.

WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (June 23)

ABC- 9:30-10:30pm NYT, Weekly; DEBUT - Polka-Go-Round - LIVE from Chicago; to the net. (Summer replacement for Lawrence Welk's Top Tunes and New Talent, returning Aug 25). § Polka revue featuring pop and traditional songs and dances, with Bob Lewandowski as m.c.-singer and Carolyn DeZurik as vocalist; backed by Lou Prohut and the Polka Rounders, with the Chaine Dancers and weekly guests. Performances are in a cafe setting with the audience in-the-round.
§ Co-op and Sustaining.
§ PKGR- WBKB(Chi); Prod- Dan Schuffman; Dir- George Paul; Music Dir- Lou Prohut; Choreog- Felix Sadowski.

Tuesday (June 24)

NBC- 7:30-8pm NYT & LAT, Weekly; DEBUT - Win With A Winner - LIVE from NY; to the net. (Replaces Treasure Hunt, last evening program June 17). § Sandy Becker is m.c. for this audience participation quiz game, with contestants answering questions and competing with each other to get to a "finish line." The game is set up in the nature of a horse race, with a racetrack showing the relative positions of the contestants as they answer successive questions, a tote board shows the running record of their monetary progress and a Vuegraph machine which projects the handwritten answers of the contestants onto screens behind them. Five people compete through two rounds of questions.
§ Sustaining.
§ PKGRS & Creators & Prods- Win Elliot, Peg Mayer; Assoc Prods- Ken Williams, Peggy Springstead; Dir- Alan Beaumont; Sets- Peter Dohanos; Anncr- Bill Wendell.

Friday (June 27)

CBS- 10-10:30pm NYT (9-9:30pm LAT), Weekly; RETURN - Undercurrent - FILM; 119 to 122 stations net, 19 to 62 stations delayed (for alternate sponsors). (Replaces The Lineup for the summer, last show June 20). § Re-runs of films formerly seen on The Web, seen over NBC between July 7, 1957 and Oct 6, 1957. The title of the replacement program returns for its 4th season of use in this time.
§ ALTERNATE SPONSORS- 1). The Procter & Gamble Co (Blue Cheer) thru Young & Rubicam, Inc(NY). 2) Brown & Williamson Tobacco Corp (Viceroy, Kool Cigarettes) thru Ted Bates & Co, Inc(NY).
§ PKGR- Goodson-Todman Productions; Film Prod- Screen Gems, Inc., Hollywood.

Saturday (June 28)

ABC- 10-10:30pm NYT, Weekly; RETURN - Midwestern Hayride - VIDEOTAPE from Dayton, Ohio; to the net. (In the first half-hour of the time formerly occupied by Billy Graham's San Francisco Crusade; last show June 14). § (Cont'd on next page)

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Saturday(June 28)

ABC- Midwestern Hayride (Cont'd from previous page): Paul Dixon is host for this country music variety show, returning for its second season as an ABC summer replacement. The regulars include instrumentalists, country singers and a square dance group. The program has been on various nets since 1951.
§ Sustaining.
§ PKGR- WLW-D(Crosley Broadcasting, Dayton); Prod- Abe Cowan; Dir- Don Croft; Music Dir- Milton Weiner.

Sunday(June 29)

CBS- 7:30-8pm NYT & LAT, alt Sun, RETURN - The Brothers - FILM; 162 stations net, 16 delayed. (Summer replacement for Jack Benny Program; last show June 15).
§ Film re-runs of a series previously seen on the CBS net during the 1956-57 season. Six films will be used, alternating with Bachelor Father re-runs. The Brothers co-stars Gale Gordon and Bob Sweeney in the title roles.
§ SPONSOR- The American Tobacco Co (Lucky Strike Cigarettes for 3 shows; Dual Filter Tareytons for 3 shows); Luckies thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Don Rowe; Tareytons thru Lawrence C. Gumbinner Advertising, Inc(NY); Acct Exec- Stanley Evans.
§ PKGR- Dallad Productions, Inc; Film Prod- Desilu Productions, Inc., in Hollywood; Prod- Edward Feldman; Dir- Hy Averback.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Billy Graham; SPECIAL June 21; Sat, 10-10:30pm NYT; this date only, LIVE from San Francisco; 55 stations live, 109 videotape and kine. (Added one-time program in the first half-hour of the time formerly occupied by Billy Graham's San Francisco Crusade; see page 35. Second-half hour reverts to local stations).
§ SPONSOR- Billy Graham Evangelist Assn thru Walter F. Bennett & Co(Chi).
§ PKGR- Billy Graham Evangelist Assn; production credits not available.

Confession (Thu, 10-10:30pm NYT) Add Production Credits: PKGR- Confession, Inc(Dallas); Exec Prod- Jules Weill; Prod- Jack Wyatt; Dir- William Sidaris; Asst to Prod- Sam Price; Research & Continuity- Jim Boltz.

CBS- Johnson's Wax Theatre; TITLE DEBUT June 18; Wednesday, 8:30-9pm NYT; 7:30-8pm LAT; FILM; 96 stations net, 7 delayed. (Replaces The Big Record, last show June 11). § Re-runs of films previously seen as part of Schlitz Playhouse on the net.
§ SPONSOR- S. C. Johnson & Son, Inc (Johnson's Waxes) thru Neddham, Louis & Brorby(Chi); TV Acct Exec- Daniel E. Welch.
§ PKGR- MCA-TV; Film Prod- Revue Productions, Inc., in Hollywood.

NBC- The Best of Groucho; RETURN June 26; Thursday, 8-8:30pm NYT & LAT; FILM. (Summer replacement for You Bet Your Life, last show June 19). § Re-runs of programs previously seen during the regular season as part of You Bet Your Life. The re-runs will be seen thru Sept 18.

The Price Is Right; SCHEDULE CHANGE June 26; Thursday, 10-10:30pm NYT & LAT. The program was previously seen Mondays, 7:30-8pm NYT & LAT. In its new time it replaces The Lux Show Starring Rosemary Clooney, last show June 19.

The Chevy Show (Sun, 9-10pm NYT & LAT) Add summer production staff credits: Assoc Prod- Dean Whitmore; Assoc Dirs- Julio Di Benedetto alt with Gene Law; Choreog- Ward Ellis; Costumes- Bob Cambel; Writers- Ed Simmons, Arnold Sultan, Marvin Worth. (See page 51 for previous credits listed).

TALENT SHOWSHEET AND SCRIPT REPORT - JUNE 23 - JUNE 29

Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptations, (SW) Staff-written. Performers and other identifications used are: (SD) Staff-Directed, (A) Actor, (S) Singer, (D) Dancer, (C) Comic, (M) Musician. Actors who appear regularly are listed in the premiere case, then subsequently referred to as "regulars." Live shows are listed in caps in the left column; filmed shows are in upper and lower case, underlined, same column. Program times listed are current in New York and Los Angeles. Where number is in parentheses, it indicates a different Los Angeles time.

Generally only first runs of a film series are listed. During the summer when many shows are in re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listing) are: Adventures of Jim Bowie, Adventures of McGraw, The Californians, Circus Boy, Bob Cummings Show, Father Knows Best, General Electric Theatre, Gunsmoke, Have Gun, Will Travel, Life and Legend of Wyatt Earp, Life of Riley, M Squad, Maverick, No Warning, People's Choice, Dick Powell's Zane Grey Theatre, Restless Gun, Sugarfoot, Tales of Wells Fargo, Thin Man, Tombstone Territory, Trackdown, Turning Point, Loretta Young Show.

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

PLAYHOUSE 90; Thursday June 19; CBS 9:30pm - ADD CAST: Gregg Hoyt, Eugene Iglesias, Paul Lambert, Malcolm Atterbury, Sandy Kenyon, Eddie Ryder.

JACK PAAR SHOW; NBC 11:15pm; 6/19 - ADD: Don Adams(C); 6/20 - ADD: Jackie Cooper(A).

LAMP UNTO MY FEET; Sunday June 22; CBS 10am - ADD: A Piece of My Mind; (O) Jerry De Bono; with Evans Evans, Ruth Altman, Don Symington; (SD).

LOOK UP AND LIVE; Sunday June 22; CBS 10:30am - ADD: Way To Go Home; (O) Rev. Dominic Rover, O.P. with Leo Penn, Mike Kellin, Thomas Carlin, Harry Gresham, Clarence Cooper.

STEVE ALLEN SHOW; Sunday June 22; NBC 8pm - DELETE: Dave Brubeck(M).

MONDAY JUNE 23

Adventures of Robin Hood(Richard Greene)	CBS 7:30pm(6:30)	The Salt King; with regulars & Manning Wilson.
Burns & Allen	CBS 8pm	with regulars & Jackie Loughrey, Howard Wendell; (SW&SD).
TALENT SCOUTS	CBS 8:30pm(7:30)	Camilla Duncan(M), Bill Kennedy(S), Beverly Laurence(S).
STARS OF JAZZ	ABC 9pm(10:30)	Ruth Olay(S), Matty Matlock & his band.
POLKA-GO-ROUND	ABC 9:30	PREMIERE: Bob Lewandowski is singing m.c. Regulars are: Carolyn DeZurik(S), Lou Prohut & his Polka Rounders(S-M), Chaine Dancers; Guests this week are: Dorothy Caruso(S), American-Ukrainian Youth Dancers.
Goodyear Theatre	NBC 9:30pm	Three Years Dark; (C) Fred Freiberger; with Barbara Stanwyck, Gerald Mohr, Russell Conway, Richard Reeves, Malcolm Atterbury, Valerie French, Alan Carney, Arte Johnson; Dir - Robert Florey.
STUDIO ONE IN HOLLYWOOD	CBS 10pm(9)	The Man Who Asked for a Funeral; (O) Jerome Ross; with Terry Moore, Jack Klugman, Mary Anderson, Corey Allen, Otto Waldis; Dir - Tom Donovan.
Suspicion	NBC 10pm	Eye for Eye; (O) Leigh Brackett; (A) John Kneubuhl; with Ray Milland, MacDonald Carey, Kathleen Crowley, Andrew Duggan, Dorothy Greene, Amy Douglass, David Armstrong, Mary Hokanson, Ned Wever, Peter Hansen; Dir - Jules Bricken.

TUESDAY JUNE 24

Mr. Adams & Eve	CBS 8pm(7)	Steve's Girl Friend; with regulars & Nita Talbot, John Stephenson; (SW&SD).
THE INVESTIGATOR (Lonny Chapman, Howard St. John)	NBC 8pm	with Robert Strauss, Diana Millay, Loretta Leversee.
Broken Arrow (John Lupton)	ABC 9pm	Transfer; with regulars & Tex Foster, Michael Galloway, Joel Smith, Regis Toomey, Steven Ritch.

TUESDAY JUNE 24 (Cont'd)

Red Skelton Show	CBS 9:30pm(8:30)	Sessue Hayakawa, Lon Chaney.

WEDNESDAY JUNE 25

Wagon Train (Ward Bond, Robert Horton)	NBC 7:30pm	The Sacramento Story; (O) Thomas Thompson; with regulars & Margaret O'Brien, Linda Darnell, Marjorie Main, Dan Duryea, Harvey Stephens, Reed Hadley, George Chandler, Roscoe Ates, Robert Keys, Betty Uttey; Dir - Richard Bartlett.
Leave It To Beaver	CBS 8pm	with regulars & Rusty Stevens; (SW&SD).
Adventures of Ozzie & Harriet	ABC 9pm	The 14 Mile Hike; with regulars & Frank Cady, Parley Baer, Tony Montenaro, Jr, Paul Cotton, Richard Gittings; (SW&SD).
Millionaire (Marvin Miller)	CBS 9pm(8)	The Story of Diane Loring; with Anthony George, Tracey Roberts, Donna Martel, Billy Snyder.
KRAFT MYSTERY THEATRE	NBC 9pm	87th Precinct; (O) Larry Cohen; (based on characters created by Ed McBain); with Robert Bray, Martin Rudy, Joseph Sullivan, Joan Copeland, Salome Jens, Henderson Forsythe, William Larsen, David Kurlan, Pat Hennessy; Dir - Paul Bogart.
ARMSTRONG CIRCLE THEATRE	CBS 10pm	Twelve Cases of Murder; (O) Irve Tunick; with Simon Oakland, William Post, Norman Rose, Fay Sappington, Mike Enserro, David Bauer, Wryley Brich, Sid Raymond, Harry Bellaver; Dir - William Corrigan.

THURSDAY JUNE 26

Richard Diamond Private Detective	CBS 8pm (David Janssen)	with regulars & Zachery Charles, George Meader, Phyllis Avery, John Goodard, Bob Quarry, May Ediss.
Real McCoys (Walter Brennan)	ABC 8:30pm	You're Never Too Old; with regulars & Leo Curley, Junius Matthews; (SW&SD).
CLIMAX!	CBS 8:30pm	Cabin B-13; (O) John Dickson Carr; (A) Thomas Coley; with Leslie Nielson, Kim Hunter, Alex Nicol, Hurd Hatfield, Sebastian Cabot; Dir - Ralph Nelson. (Add as Adaptator: William Roerick).
Dragnet (Jack Webb)	NBC 8:30pm	with regulars & Sam Edwards, Shirley Mitchell, Michael Morgan; (SW&SD).
PAT BOONE CHEVY SHOWROOM	ABC 9pm	LAST SHOW (Summer Hiatus); with Julius LaRosa(S).
PLAYHOUSE 90	CBS 9:30pm	The Great Gatsby; (O) F. Scott Fitzgerald; (A) David Shaw; with Robert Ryan, Jeanne Crain, Rod Taylor, Virginia Grey, Patricia Barry; Dir - Franklin Schaffner.
FORD SHOW	NBC 9:30pm	LAST SHOW (Summer Hiatus); with Tommy Nolan(A).

FRIDAY JUNE 27

Jefferson Drum (Jeff Richards)	NBC 8pm	Wheel of Fortune; (O) Berne Giler; with regulars & Jeanne Cooper, Richard Webb, Robert Foulk, Ned Glass, Douglas Fowley; Dir - Harmon Jones.
Frank Sinatra Show	ABC 9pm	LAST SHOW; RE-RUN of 12/27/57 - The Feeling Is Mutual.
Phil Silvers Show (You'll Never Get Rich)	CBS 9pm	Joan's Big Romance; with regulars & Jane Dulo, Richard Deer, Betty Benlee, Ralph Stanley; (SW&SD).
Schlitz Playhouse	CBS 9:30pm	Curfew at Midnight; (O) William Fay; (A) David P. Harmon; with Rory Calhoun, Robert Alda, Nehemiah Persoff, Dolores Vitina, Natasha Lytess, Len Lesser, Elisha Cook, Craig Duncan, John Hackett; Dir - Earl Bellamy.

MULTIPLE & ACROSS-THE-BOARD SHOWS - JUNE 23 - JUNE 27

TODAY (Dave Garroway)	NBC 7am	6/23 - Will Jordan(C).
GARRY MOORE SHOW	CBS 10am(9)	6/26 - Bernie West(C); 6/27 - Erroll Garner(M).
NBC MATINEE THEATRE	3pm(12 Noon)	FINAL WEEK. 6/23 - The Prophet Hosea, RE-RUN of 3/5/58; 6/24 - Journey Into Darkness, RE-RUN of 3/26/57; 6/25 - From the Desk of Margaret Tyding, RE-RUN of 4/4/56; 6/26 - Rain in the Morning, RE-RUN of 6/5/57; 6/27 - End of the Rope, RE-RUN of 4/1/57.
MODERN ROMANCES (Kathryn Murray)	NBC 4:45pm(1:45)	(O) Harry Junkin; with Martin Brooks, Merle Albertson, John Marley, Robert Dane.
JACK PAAR SHOW	NBC 11:15pm	Dave Gardner subs for Hugh Downs this week. Betty Johnson(S) is guest all week. 6/23 - Genevieve(S), Ted Reid(C), Allen Funt; 6/24 - Genevieve(S), Cliff Arquette(C), Gloria Van(S), Fran Allison; 6/25 - Ted Reid(C), Abe Burrows(C), Danny Scholl(S); 6/26- Walter Slezak(A), Cliff Arquette(C), Fran Allison, George Jessel (C); 6/27 - Ted Reid(C), Betty White(C), Merriman Smith, Johnny Hayner(C), Danny Scholl(S).

SATURDAY JUNE 28

JIMMY DEAN SHOW	CBS 12 Noon	Billy Eckstine(S).
TRUE STORY (Kathi Norris)	NBC 12N(4pm)	(O) William Kendall Clarke; with Jean Mallory, Henry Lascoe, Richard Knox, Abbey Lewis.
DICK CLARK SHOW	ABC 7:30pm	Paul Anka(S), The Diamonds(S), The Kalin Twins(S), Dan Lear(S), Fabian(S).
Perry Mason (Raymond Burr)	CBS 7:30pm(6:30)	The Case of the Rolling Bones; with regulars & Edgar Stehli, King Calder, Joan Camden, Mary Anderson, Arthur Space, Alan Lee, Kitty Kelly, Richard Aherne, Morris Ankrum, James Nolan.
COUNTRY MUSIC JUBILEE	ABC 8pm(8:30)	Jimmy Wakely(S).
BOB CROSBY SHOW	NBC 8pm	Gary Crosby(S), Fontane Sisters(S).
MIDWESTERN HAYRIDE	ABC 10pm	PREMIERE: Paul Dixon is m.c. Regulars are: The Lucky Pennies (m-S), Bobby Bobo(S), The Hometowners(S-M), The Midwesterners(D), Zeke & Slim(S-M-novelty).

SUNDAY JUNE 29

LOOK UP AND LIVE	CBS 10:30am	The Note of Wonder; (O) John McGiffert.
ED SULLIVAN SHOW	CBS 8pm	The Moiseyev Dance Troupe.
STEVE ALLEN SHOW	NBC 8pm	Tony Bennett(S), Dorothy Collins(S), Don Adams(C), Sandra McCorkle(M), Oscar Levant(M)
Adventure At Scott Island (Barry Sullivan)	ABC 8:30pm	The Biggest Fight; with regulars & Murray Matheson; Dir - Barry Sullivan.
CHEVY SHOW	NBC 9pm	Dean Jones(S).
Alfred Hitchcock Presents	CBS 9:30pm	The Little White Frock; (O) Stacy Aumonier; (A) Sterling Silliphant; with Herbert Marshall, Julia Adams, Tom Helmore, Jacqueline Mayo, Roy Dean, Bartlett Robinson, Edwin Jerome, Otto Waldis, Kitty Kelly, Joe Hamilton; Dir - Herschel Daugherty.

ROSS REPORTS—TELEVISION INDEX

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—MID-WEEK SPECIAL—

NEWS - COMMENT - POSSIBILITIES

CBS will present "Little Women" and "The Gift of the Magi" as Talent Associates-produced one-hour musicals in the fall, each to be sponsored by W. A. Sheaffer Pen Co thru BBDO. Both will be live from NY, with Richard Adler writing the music and lyrics and Ronald Alexander handling the TV adaptations of the two stories. "Little Women" will be presented Oct 16, Thursday, 8:30-9:30pm NYT, and "The Gift of the Magi" will be seen Dec 9, Tuesday, Dec 9, 9-10pm NYT.....These specials come under the supervision of Richard Lewine as the newly-named director of special programs. He is also in charge of the Du Pont Show of the Month and the four specials previously-announced for sponsorship by Pontiac. Lewine will be assisted by John Fleming Ball, named to the new post of coordinator of special programs. The CBS-Pontiac specials, thru MacManus, John and Adams, Inc., all hour-long, include a Mary Martin musical to be produced by Leland Hayward, another Victor Borge comedy and music hour, a Phil Silvers revue and a musical program to be produced and directed by Bob Banner. The latter show will be the first of the four, this fall.

NBC confirmed that Procter & Gamble will sponsor the nighttime version of Tic Tac Dough in the fall, moving to a new day, Mondays, 7:30-8pm NYT, beginning Oct 6. Current season sponsorship, Thursdays, 7:30-8pm NYT, has been by Warner-Lambert..... ...The George Gobel Show, with RCA as a confirmed sponsor, returns to NBC, Tuesdays, 8-9pm NYT, starting Sept 23, with The Eddie Fisher Show, sponsored by Liggett & Lyers Tobacco Co., a week later, Sept 30. Although the two stars will exchange some guest appearances with each other, each will carry more of its star's individual touch than was the case this past season. The Gobel show will be completely revamped, with an expected return to some of the feeling of his successful half-hour program of a few seasons ago. The split in the two programs will also eliminate some friction generated this season between the two producing organizations responsible for the alternate Tuesday evening shows.....The re-run films replacing Person to Person for the summer on CBS will attempt to start off with a bang under the program title of Personal Appearance by presenting the late James Dean in "The Unlighted Road." The half-hour film, originally produced for Schlitz Playhouse, because of the fame of Dean, was the first re-run film to be presented on the Schlitz program during the days when it was proud of the boast that it presented 52 new half-hour filmed stories each year. The film programs will be sponsored by Florists Telegraph Delivery Assn thru Grant Advertising on an alternate week basis during the summer, starting July 11. The Dean film will be seen on July 4.....NBC will join in the network horse racing coverage this summer by presenting Racing from Monmouth on three successive Saturdays starting July 19. The three stake races to be telecast will be called by Morris Tobe, track announcer at the New Jersey park, with Don Dunphy doing the highlights and interviews. .....Mel Allen and Al Helfer will again split the announcing chores on the annual All-Star Baseball Game over NBC, to be telecast from Baltimore on July 8, Tuesday.

 (MORE)

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Spring Byington makes way on July 7 for re-runs of Dick Powell's Zane Grey Theatre under the summer title, Frontier Justice on the CBS net, while a half-hour earlier an ironic note was set for TV with 13 episodes of the old I Love Lucy starting a summer run under the title, The Top Ten Lucy Shows. The twist is in the fact that the Lucy series is coming in as a summer replacement for The Danny Thomas Show and it's in the same time spot where it was the top-rated show on the nets during a five-season first-run career.....Not re-run, but a first-run quiz whose career has been in doubt since it was first a mere rumour, Bid 'n' Buy, with Bert Parks as m.c., debuts on July 1, next Tuesday as the summer replacement program for The $64,000 Question, which will move to Sundays, 10-10:30pm NYT, when it returns in the fall. The new quiz will also be sponsored by Revlon, Inc., through Warwick & Legler, Inc., for 13 weeks. Bid 'n' Buy, an auction-puzzle game, will be co-produced by Robert Stivers and Irvin Atkins and directed by Perry Lafferty.

The Lawrence Welk Show will get a new title when it returns to live TV after a two-week kinescope hiatus on July 12. The Saturday music show on the ABC net will be called Lawrence Welk's Dancing Party. The programs of June 28 and July 5 will be on kine during the vacation period.....Screen Gems, riding high with a succession of network sales, has sold the first all-animated half-hour show produced specifically for TV. The Kellogg Co thru Leo Burnett Co has bought Huckleberry Hound, with the title character acting as m.c. for three segments in each show, as well as filling the hero spot in the first segment. The other two segments will feature a character named Yogi Bear in the second and Pixie and Dixie in the third. The series will be produced for Screen Gems by H-B Enterprises (William Hanna and Joseph Barbera), who also produce the Ruff and Reddy cartoon series for the company.

Although Omnibus is still in negotiation with both CBS and NBC for a nesting spot for next season's program series, the program has announced that its first 90-minute show for next fall will present Gene Kelly; dancer, actor and director; in a full-program examination of dancing from the male point of view. The program will be titled, "Dancing -- A Man's Game," and it will utilize noted sports personalities to illustrate the similarity of movements in various sports to steps in the dance. Omnibus will be returning for its seventh season on the air. Its erstwhile alternate week partner this season, Wide Wide World, has been cancelled by General Motors and no other sponsor seems interested in picking up the tab for NBC after the long identification with the motor manufacturer. This means that whichever net lands Omnibus, the alternate week program will have to be a first-class showcase to carry the load. .....CBS hasn't announced a project for his services, but the net has signed Norman Jewison, considered Canada's leading producer-director of variety shows.....Stanley Poss as producer and Frank Satenstein as director will handle the new Jackie Gleason Show, returning to CBS on Oct 3, Friday, 8:30-9pm NYT. Buddy Hackett will be the chief comic foil for Gleason, with former regular Art Carney written in for several guest appearances, undoubtedly in several of the characterizations developed during former Gleason seasons.

The CBS professional football telecasts, returning for their third season over the net, starting Sept 28, Sunday, will cover 64 games on a regional network basis, including as many as six different games on a given date with the national net divided into ten regional networks for the games' coverage. The games will use 24 announcers for play-by-play and color reporting, and more than 168 people will be in the production crews during a single day's coverage. During the season, 12 affiliate stations will supply technicians and equipment for the net pool.

ROSS REPORTS—TELEVISION INDEX

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (June 30)

CBS- 10-10:30am NYT(9-9:30am LAT), Mon thru Fri; DEBUT - For Love or Money - LIVE from NY; to the net. (Replaces The Garry Moore Show, last show June 27).
§ Bill Nimmo is m.c. for this audience participation quiz in which three players at a time compete in answering quiz questions for prizes. The winner gets a choice of a known prize or an unknown sum of money. Home viewers will also get a chance to play each day via phone calls determined by post card selection.
§ SPONSORS- Participating.
§ PKGR- Walt Framer Productions with CBS-TV(NY); Exec Prod- Walt Framer; Prod- Bob Wald; Prodn Superv- Jerry Salzer; Dir- Ken Whelan; Music Dir- Arlo Hults; Sets- Charles Lisanby.

CBS- 10:30-11am NYT (9:30-10am LAT), Mon thru Fri; DEBUT - Play Your Hunch - LIVE from NY; to the net. (Replaces How Do You Rate?, last show June 26). § Merv Griffin is m.c. for this audience participation and home viewer quiz game. Two husband and wife teams in the studio use their powers of intuition in trying to outguess each other on puzzlers, with the winning couple picking straws for valuable prizes.
§ SPONSORS- Participating.
§ PKGR- Mark Goodson-Bill Todman in assoc with CBS-TV(NY); Prod- Bob Rowe; Dir- Lloyd Gross; Sets- Charles Lisanby.

NBC- 2-2:30pm NYT (12noon-12:30pm LAT), Mon thru Fri; DEBUT - Lucky Partners - LIVE from NY; to the net. (Formerly local station time). § Carl Cordell is m.c. for this audience participation quiz game which involves number game boards in the studio providing home and studio viewers with key numbers which enable them to win prizes.
§ Sustaining, open.
§ PKGR- Martin and Allan Stone in assoc with NBC-TV(NY); Exec Prod- Martin Stone; Prod- Carl Jampel; Assoc Prod- Leon Newman; Dir- Dick Schneider; Asst Dir- Eleanor Tarshis; Music- John Gart; Sets- Otis Riggs; Prog Anncr- Fred Collins.

NBC- 2:30-3pm NYT (12:30-1pm LAT), Mon thru Fri; DEBUT - Haggis Baggis - LIVE (COLOR) from NY; to the net. (Replaces Kitty Foyle; last show June 27). § Fred Robbins is m.c. for this two-part audience participation quiz. Four contestants in turn answer questions chosen from a board. Correct answers removes a section of the board, revealing part of a photograph. The first contestant to identify the photograph is the winner. Runner-ups also get a chance to win prizes after the winner makes his choice of two groups. Home viewer prizes are also awarded through a drawing. (Continued on next page)

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Monday(June 30)

NBC- Haggis Baggis (Cont'd from previous page): § Sustaining, open.
§ PKGR- Joe Cates with NBC-TV(NY); Exec Prod- Joe Cates; Prod- David Brown; Prodn Superv- Bill Watts; Dir- Ted Nathanson; Sets- Norman Davidson.

NBC- 3-3:30pm NYT (1-1:30pm LAT), Mon thru Fri; DEBUT - Today Is Ours - LIVE from NY; approx 154 stations live and tape. (Replaces first half-hour of NBC Matinee Theater, last show June 27). § Dramatic serial, starring Patricia Benoit as Laura Manning, an assistant high school principal and mother of a young son; with Patrick O'Neal playing Karl Manning, her former husband. The story-line follows students, teachers and others concerned with school-time and personal activities of the leading players. (See page B for cast credits).
§ SPONSORS- Segments: The Procter & Gamble Co (Various Products), three quarter-hours weekly, thru Benton & Bowles, Inc(NY); Alberto-Culver Co (VO-5, other products) thru Geoffrey Wade Advertising(Chi); H. J. Heinz Co (Various Products) thru Maxon, Inc(NY); Sterling Drug Co (Various Products) thru Dancer-Fitzgerald-Sample, Inc(NY).
§ PKGR- Compton Advertising(NY) for The Procter & Gamble Co.; Prod- Robert M. Rehbock; Dir- Walter Gorman; Asst Dir- Eleanor Tarshis; Sets- Peter Dohanos; Costumes- Hazel Roy; Writer- Julian Funt; Casting- Lucille Mason(Compton).

NBC- 3:30-4pm NYT (1:30-2pm LAT), Mon thru Fri; DEBUT - From These Roots - LIVE from NY; approx 154 stations live and tape. (Replaces second half-hour of NBC Matinee Theater, last show June 27). § Dramatic serial concerning the Fraser family, their friends and associates in a small town. (See page B for cast credits).
§ SPONSORS- Segments: The Procter & Gamble Co (Various Products), four quarter-hours weekly, thru Benton & Bowles, Inc(NY); Alberto-Culver Co (VO-5, other products) thru Geoffrey Wade Advertising(Chi).
§ PKGR- Benton & Bowles, Inc(NY) for The Procter & Gamble Co.; Prod- Don Wallace; Dirs- Joseph Behar, Paul Lammers; Asst Dir- Paul Freeman; Sets- Carden Bailey; Costumes- Hazel Roy; Writers- John Pickard, Frank Provo; Casting- Ruth Levine(Benton & Bowles).

NBC- 7:30-8pm NYT & LAT, Weekly; DEBUT (Evening Program) - Haggis Baggis - LIVE (COLOR) from NY, to the net. (Replaces The Price Is Right, moved to Thu, 10-10:30pm NYT & LAT, effective June 26). § Jack Linkletter is m.c. for this evening version of the audience participation quiz, which also started a Monday-thru-Friday afternoon version this day (see page 54).
§ Sustaining.
§ PKGR- Joe Cates with NBC-TV(NY); Exec Prod- Joe Cates; Prod- David Brown; Prodn Superv- Bill Watts; Dir- Ted Nathanson; Sets- Norman Davidson.

Tuesday(July 1)

CBS- 9:30-10pm NYT (8:30-9pm LAT); RETURN - Spotlight Playhouse - FILM; 109 stations net, 61 delayed. (Summer replacement for The Red Skelton Show, last show June 24). Re-runs of films previously seen on The Loretta Young Show, with stars other than Miss Young, over the NBC-TV net. Anita Louise is the hostess for these summer re-runs.
§ ALTERNATE SPONSORS- Pet Milk Co (Milk Products) thru Gardner Advertising Co (St. Louis); and S. C. Johnson & Son, Inc (Waxes, other products) thru Foote, Cone & Belding(Chi).
§ PKGR & Film Prod Lewislor Productions, at Samuel Goldwyn Studios, Hollywood; Prod- John London; Dirs- Various; Writers- Various.

Tuesday(July 1)

CBS- 10-10:30pm NYT (9-9:30pm LAT), Weekly; DEBUT - Bid 'n' Buy - LIVE - LIVE from NY; 181 stations live, 3 tape. (Replaces The $64,000 Question, which will return on a new day in the fall). § Bert Parks is m.c. for this audience participation auction game. Four contestants are given $10,000 apiece in real cash and this stake is used to bid for cues to identification of a silhouette or picture puzzle shown on a screen. Winners receive merchandise awards and also retain part of the original auction cash stake used in the bidding. The program will be seen for 13 weeks in this time spot.
§ SPONSOR- Revlon, Inc (All Products) thru Warwick & Legler, Inc(NY); Acct Exec- Robert Edens.
§ PKGRS & Co-Prods- Robert Stivers, Irv Atkins; Dir- Seymour Robbie; Sets- John Ward; Prog Anncr- Bill Rogers.

NBC- 9-9:30pm NYT & LAT, Weekly; DEBUT (Evening Program) - Dotto - LIVE from NY; 124 stations live and tape or kine. (Replaces Adventures of McGraw, last show June 24). § Jack Narz is m.c. for this audience participation quiz, which also continues to be seen over the CBS-TV net, Mon thru Fri, 11:30am-12noon NYT (10:30-11am LAT) for the same sponsor. Narz also is m.c. for the daytime show. Correct answers to quiz questions cause lines to be drawn between dots toward a recognizable picture. Contestants win cash. A separate game for home viewers will also be part of the evening program.
§ SPONSOR- Colgate-Palmolive Co (Fab, other products) thru Ted Bates & Co., Inc(NY); Acct Exec- William Jost(Fab).
§ PKGR- Frank Cooper-Sy Fischer Associates(NY); Created By- Al Schwartz, Snag Werris; Prod- Ed Jurist; Assoc Prod- Gil Cates; Asst to Prod- Terry Laughlin; Dir- Jerry Schnur; Music Dir- Hank Sylvern; Prog Anncr- Ralph Paul; Sets- Charles Lisanby; Dotto drawings created by Jerry Hammer Associates, Inc.

Wednesday(July 2)

NBC- 10-10:30pm NYT & LAT, Weekly; DEBUT (Evening Program) - It Could Be You - LIVE from LA; 115 stations live, 22 tape or kine. (Summer replacement for This Is Your Life, last show June 25). § Bill Leyden is m.c. for this audience participation show, which also continues to be seen Monday thru Friday, 12:30-1pm NYT (11:30am-12noon LAT) over the NBC net, also with Leyden as m.c. Evening version has seven segments designed as surprises for participants, including guest appearances, comic stunts, anniversary gifts and greetings and reunions.
§ SPONSOR- The Procter & Gamble Co (Various Products) thru Compton Advertising, Inc(NY); Acct Superv- Allen F. Flouton.
§ PKGR- Ralph Edwards Productions(LA); Prod- Steve Hatos; Assoc Prod- John Dougherty; Dir- Stuart Phelps; Asst Dir- Gene Law; Music Dir- Ivan Ditmars; Prog Anncr- Wendell Niles; Writers- Henry Hoople, Bill Burch, Joe Landis, Robert Lauher.

Thursday(July 3)

ABC- 9-9:30pm NYT & LAT, Weekly; DEBUT - The Chevy Showroom - LIVE from NY; 148 stations live and tape. (Summer replacement for The Pat Boone Chevy Showroom, last show June 26; returns Oct 2). § Andy Williams is star of this music-variety series, with special guest comedian Dick Van Dyke, and featuring the Bob Hamilton Trio, dancers.
§ SPONSOR- Chevrolet Division, General Motors Corp., thru Campbell-Ewald Co (Detroit); Acct Exec- Hugh Lucas; TV Acct Rep- A. J. Miranda(NY).
§ PKGR- Cooga Mooga Productions, Inc(NY) thru General Artists Corp(NY); Prod & Dir- Bill Hobin; Assoc Prod- Bob Scheerer; Music Dir- Mort Lindsey; Sets- Fred Voelpel; Costumes- Al Lehman; Choreog- Bob Hamilton; Writer- Robert Paul Smith; Music Arrangements- Ralph Burns; Choral Arrangements- Mel Pahl, Dick Williams.

Thursday(July 3)

CBS- 8:30-9:30pm NYT, Weekly; DEBUT (Evening Program) - The Verdict Is Yours - LIVE from NY; to the net. (Replaces Climax!, last show June 26). § Jim McKay is "courthouse reporter" for this evening version of the Mon thru Fri daytime program, which continues, 3:30-4pm NYT (2:30-3pm LAT). The series presents trial dramas portrayed in a courthouse setting. The jury is chosen from the studio audience, the opposing counsel in the various cases and the presiding judge are all bona fide lawyers, while the people in each case are actors playing roles, unrehearsed and following logical developments as each case unfolds. The daytime and evening programs are completely separate.
§ SPONSOR- To be announced.
§ PKGR- CBS-TV(NY) with Frank Cooper Associates; Prod- Eugene Burr; Asst to Prod- Robert Precht; Dir- Byron Paul; Asst Dir- Al Rafkin; Legal Advisor- Selig Silverman.

NBC- 9:30-10pm NYT & LAT, Weekly; DEBUT - Buckskin - FILM; no. of stations not available. (Summer replacement for The Ford Show, last show June 26, returning Oct 2). § Western series based on life in a small town in Montana in 1880, with Tommy Nolan as 10-year-old Jody O'Connell, and Sallie Brophy as his widowed mother who runs a small hotel.
§ SPONSOR- Ford Division, Ford Motor Co., thru J. Walter Thompson Co(NY); Acct Superv- John McQuigg(Detroit); TV Acct Rep- Howard Spohes.
§ PKGR- Betford Corp(LA); Film Prod- Revue Productions, Inc., at Republic Studios, Studio City, Calif.; Prod- Robert Bassler; Dir- Earl Bellamy; Dir of Photog- Bud Thackery; Asst Dir- James H. Brown; Art Dir- Frank Arrigo; Creator and Writer- Harold Swanton.

Friday(July 4)

ABC- 9-9:30pm NYT, this date only; SPECIAL - The Rival World - FILM; to the net. § Documentary film, dealing with the war between insects and man, showing the insect attacks and man's counter-attacks. Ed Reimers is narrator.
§ Sustaining.
§ PKGR & Film Prod- Shell Oil Co; Music Dir- James Stevens.

CBS- 10:30-11pm NYT (9:30-10pm LAT), Weekly; TITLE DEBUT - Personal Appearance - FILM; no. of stations not available. (Summer replacement for Person to Person, last show June 27). § Re-runs of films formerly seen on Schlitz Playhouse and Screen Directors Playhouse.
§ ALTERNATE SPONSOR- (starting July 11) Florists Telegraph Delivery Assn thru Grant Advertising, Inc(NY); Acct Exec- Donald Slattery. Alt Week Sustaining.
§ PKGR- CBS-TV; Film Prod- Revue Productions, Inc., at Republic Studios, Studio City, Calif.; also Hal Roach Studios, Culver City, Calif.

Saturday(July 5)

NBC- 11:30am-12noon NYT, Weekly; RETURN - Blondie - FILM; to the net. (Replaces Andy's Gang, last show June 28). § Re-runs of episodes from the series starring Arthur Lake as Dagwood Bumstead and Pamela Britton as Blondie, previously seen over the NBC net from Jan 4, 1957 thru Sept 27, 1957.
§ Sustaining.
§ PKGR & Film Prod- Hal Roach Studios, Culver City, Calif.; Exec Prod- Hal Roach, Jr.; Prod- William Harmon; Dir- Hal Yates; Writer- John L. Green.

Sunday(July 6)

ABC- 8:30-9pm NYT & LAT, Weekly; DEBUT - Anybody Can Play - LIVE from LA; 70 stations live, 68 tape. (Replaces Adventure at Scott Island, last show June 29). § George Fenneman is m.c. for this audience panel quiz, with added home viewer participation. (Continued on next page)

Sunday(July 6)

ABC- Anybody Can Play(Cont'd from previous page): Four studio contestants answer questions on a point system, competing for cash and prizes. Home viewers, through the mail, compete for cash prizes by estimating the order in which contestants will finish. The series of quizzes involving the same groups of contestants last four weeks (opening series will be five weeks).
§ SPONSOR- R. J. Reynolds Tobacco Co (Salem Cigarettes) thru William Esty Co., Inc(NY); Acct Exec- Sam Northcross.
§ PKGR- John Guedel Productions(LA); Prod- John Guedel; Assoc Prod- Dolph Nelson; Dir- John Alexander; Writers- Mannie Mannheim, Eddie Mills, Marion Pollock.

NBC- 10-10:30pm NYT & LAT, Weekly; DEBUTS & RETURNS - Decision - FILM; 133 stations net, 10 delayed. (Summer replacement for The Loretta Young Show, last show June 29, returning Oct 5). § Thirteen-week series, presenting seven new pilot films and re-runs of six films from series previously seen on the air as part of Schlitz Playhouse, Screen Directors Playhouse and others. First run films and dates on which they will be shown are: July 6, The Virginian, starring James Drury; July 20, The Danger Game, starring Ray Danton; July 27, The Tall Man, starring Michael Rennie; Aug 10, Indemnity, starring Richard Kiley; Aug 17, Stand and Deliver, starring Louis Hayward; Sept 21, Man Against Crime, starring Darren McGavin; Sept 28, Adventures of Mike Shane, starring Mark Stevens.
§ SPONSOR- The Procter & Gamble Co (Tide, Camay, Gleem); Tide (major product) thru Benton & Bowles, Inc(producing agency); Acct Exec- Bruce Crawford; Camay thru Leo Burnett Co., Inc(Chi); Gleem thru Compton Advertising, Inc(NY).
§ PKGR- Benton & Bowles, Inc(NY); Pkgrs and film producers of the films and their production crews- Various.

OTHER NETWORK CHANGES & ADDITIONS

ABC- The Baseball Corner; ADD WEEKLY SHOWING June 29; Sundays, 5-5:30pm NYT, Weekly, Tape from Chicago, no. of stations not available. § Repeat of programs seen the previous Sunday, 9-9:30pm NYT; the 9-9:30pm programs continue. (See page 43).
§ SPONSOR- General Mills, Inc (Wheaties) thru Knox Reeves Advertising, (Minn).
§ PKGR- Sports Programs, Inc(Chi); Prod- Jim Colligan.
Paul Winchell Show (Sun, 4:30-5pm NYT & LAT) Last show June 1.
Sugarfoot (Tue, 7:30-8:30pm NYT & LAT) Re-runs begin June 24; alternates with Cheyenne; re-runs begin July 1.
Broken Arrow (Tue, 9-9:30pm NYT & LAT) Re-runs begin July 1.
The Real McCoys (Thur, 8:30-9pm NYT & LAT) Re-runs begin July 3.

CBS- Captain Kangaroo (Mon thru Fri, 8-8:45am NYT; 7-7:45am LAT; Sat, 9:30-10:30am NYT, 9-10am LAT) Mon thru Fri, last show June 27, returns Sept 29 after summer vacation. Saturday program, moves to 11am-12noon NYT, effective July 5, presenting taped programs of new material during the summer. The Saturday program will return to its former time on Oct 4.

NBC- Twenty-One (Mon, 9-9:30pm NYT & LAT) Revised production credits, effective June 23: Assoc Prod- Gloria Anne Rader; Dir- Grant Johnston. Other credits are as previously listed.

Saber of London (Sun, 5:30-6pm NYT & LAT) Last show June 29. Program is replaced by Comment, formerly seen Sundays, 2:30-3pm NYT; 11:30am-12noon LAT; and off the air for three weeks, starting June 15; returns effective July 5.
The Thin Man (Fri, 9:30-10pm NYT & LAT) Re-runs began June 20.
Comedy Time (Mon thru Fri, 5-5:30pm NYT; 2-2:30pm LAT) Last show June 27; time reverts to local stations.

TALENT SHOWSHEET AND SCRIPT REPORT - JUNE 30 - JULY 6

Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptations, (SW) Staff-written. Performers and other identifications used are: (SD) Staff-Directed, (A) Actor, (S) Singer, (D) Dancer, (C) Comic, (M) Musician. Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars." Live shows are listed in caps in the left column; filmed shows are in upper and lower case, underlined, same column. Program times listed are current in New York and Los Angeles. Where number is in parentheses, it indicates a different Los Angeles time.

Generally only first runs of a film series are listed. During the summer when many shows are in re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listing) are: Adventures of Jim Bowie, Broken Arrow, The Californians, Cheyenne, Circus Boy, Bob Cummings Show, Dragnet, Father Knows Best, General Electric Theatre, Gunsmoke, Have Gun, Will Travel, Life and Legand of Wyatt Earp, Life of Riley, M Squad, Maverick, No Warning, People's Choice, Dick Powell's Zane Grey Theatre, Real McCoys, Restless Gun, Sugarfoot, Tales of Wells Fargo, Thin Man, Tombstone Territory, Trackdown, Wagon Train.

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

Leave It To Beaver; Wednesday June 25; CBS 8pm - DELETE: Rusty Stevens; ADD: Diane Brewster, Doris Packer, Stanley Fafara.

PLAYHOUSE 90; Thursday June 19; CBS 9:30pm - ADD CAST: Barry Atwater, Philip Reed, Doris Lloyd, Eugenia Paul, Val Avery, Nelson Welch.

ART LINKLETTER'S HOUSE PARTY; CBS 2:30pm; 6/27 - ADD: Art Lund(S).

LAMP UNTO MY FEET; Sunday June 29; CBS 10am - ADD: Welcome Home; (O) Richard Aurelio; with Fred Herrick, Doris Rich, Gino Ardito, Judson Rees, Reuben Singer, Jeff Harris.

LOOK UP AND LIVE; Sunday June 29; CBS 10:30am - ADD CAST: Paul Stevens, Richard Shepard, Margaret Linn, Ed Asner, Norman Rose.

CAMERA THREE; Sunday June 29; CBS 11:30am - ADD: Songs of Kurt Weill; with Lotte Lenya(S).

MONDAY JUNE 30

TALENT SCOUTS	CBS 8:30pm(7:30)	Alfred Mouledous(M), Don Grilley(S), Sharlene Morris(S).
STARS OF JAZZ	ABC 9pm(10:30)	Joe Williams(S), Count Basie & Band.
POLKA-GO-ROUND	ABC 9:30pm	Dorothy Caruso(S), The Laget National Swedish Dancers.
Alcoa Theatre	NBC 9:30pm	Decoy Duck; (O) Robert Standish; (A) John Robinson & Frederic Brady; with Jane Powell, Berry Kroeger, David Janssen.
STUDIO ONE IN HOLLYWOOD	CBS 10pm(9)	The Undiscovered; (O) Joseph Landon; with Marilyn Erskine, John Lupton, Philip Abbott, Edward Andrews, Nancy Hadley, Willard Sage; Dir - Jim Clark.
Suspicion	NBC 10pm	Return from Darkness; (O) Lester Powell; with Phyllis Thaxter, Lorne Greene, John Baragrey, Charles Mendick, Ed Bryce, John McGovern, Phyllis Hill.

TUESDAY JULY 1

Mr. Adams & Eve (Ida Lupino, Howard Duff)	CBS 8pm(7)	Planes That Pass in the Night; with regulars & Alberto Morin, Albert Carrier, Al Austin, Jim Turley, Jan Brooks, Kipp Hamilton, Mary Lou Clifford, Lenmana Guerin; (SW&SD).
THE INVESTIGATOR (Lonny Chapman, Howard St. John)	NBC 8pm	with regulars & Kent Smith, George Maharis, William Smithers, Roger de Koven, Perry Wilson, Richard MacMurray, Crahan Denton, Bernard Kates, Nan Martin, Millette Alexander.

WEDNESDAY JULY 2

Leave It To Beaver	CBS 8pm	with regulars & Rusty Stevens; (SW&SD).

WEDNESDAY JULY 2 (Cont'd)

KRAFT MYSTERY THEATRE	NBC 9pm	Next Door to Death; (O) Based on novel "The Hedge Between," by Charlotte Armstrong; (A) Michael Dyne; with Patrick Macnee, Gladys Holland, Rex O'Malley, David Hurst, Abigail Kellogg; Dir - David Greene.
US STEEL	CBS 10pm	The Hidden River; (O) Based on a play by Ruth & Augustus Goetz, (From a novel by Storm Jameson); (A) Theodore Apstein; with Farley Granger, Richard Kiley, Erin O'Brien Moore, Lois Nettleton, George Voskovec; Dir - Robert Mulligan.

THURSDAY JULY 3

CHEVY SHOWROOM STARRIND ANDY WILLIAMS	ABC 9pm	PREMIERE: Regulars are Dick Van Dyke(C), Bob Hamilton Trio(D); Dir - Bill Hobin.
Playhouse 90	CBS 9:30pm	Galvanized Yankee; RE-RUN of 12/5/57
Buckskin	NBC 9:30pm	PREMIERE: Regulars are Tommy Nolan and Sallie Brophy. Lady from Bismark; (O) Harold Swanton; with regulars & Carolyn Kearney, Michael Lipton.

FRIDAY JULY 4

Adventures of Rin Tin Tin	ABC 7:30pm	The White Chief; with regulars & Joe Sawyer, Patrick Whyte; (SW&SD)
Jefferson Drum (Jeff Richards)	NBC 8pm	The Poet; with regulars & Hal K. Smith, James Anderson, Skip Homeier.
Phil Silvers Show (You'll Never Get Rich)	CBS 9pm	RE-RUN of Bilko and the Flying Saucer.
Schlitz Playhouse	CBS 9:30pm	RE-RUN of 11/22/57 - No Second Helping.

MULTIPLE & ACROSS-THE-BOARD SHOWS - JUNE 30 - JULY 4

TODAY (Dave Garroway)	NBC 7am	6/30 - Smith and Dale(C); 7/1 - Blackstone the Magician; 7/2 - Pat Rooney(D); 7/3 - Victor Moore(C); 7/4 - Joe E. Howard.
TODAY IS OURS	NBC 3pm	PREMIERE: Regulars in this series are - Patricia Benoit, Patrick O'Neal, Peter Lazer, Joyce Lear, Ernest Graves, Tom Carlin, Nancy Sheridan, Chase Crosley, Joanna Roos, Martin Blane, Eugenia Rawls, John McGovern, Nelson Olmsted, Barry Thomson; Writer- Julian Funt; Dir - Walter Gorman.
FROM THESE ROOTS	NBC 3:30pm	PREMIERE: Regulars in this series are - Ann Flood, Grant Code, Helen Shields, Sarah Hardy, Henderson Forsythe, Frank Marth, Julia Bavasso, Sarah Burton, Tom Shirley, David Sanders, Mary Alice Moore, Len Wayland, Billie Lou Watt, Charles Egelston, Mae Munroe, Dana White, Gary Morgan, Vera Allen, John Stewart; Writers- John Pickard & Frank Provo; Dirs - Joseph Behar & Paul Lammers.
MODERN ROMANCES (Martha Scott)	NBC 4:45pm(1:45)	(O) Bob Corcoran; with Georgiann Johnson, House Jameson, Frank Overton, Lee Bergere, Grant Sullivan.
JACK PAAR SHOW	NBC 11:15pm	6/30 - James Mason, Pamela Mason, Portland Mason, Allen Funt, Peggy King(S), Kokomo Jr (chimp); 7/1 - Cliff Arquette(C), Virginia Graham, George Carl(C); 7/2 - Cornelia Otis Skinner(A), Orson Bean(C), Peggy King(S); 7/3 - Florence Henderson(S), Alice Pearce (C), Seitz Twins(S); 7/4 - Lou Holtz(S), Johnny Desmond(S), Charles Manna(C).

	SATURDAY JULY 5	
JIMMY DEAN SHOW	CBS 12 Noon	Connie Francis(S)
TRUE STORY	NBC 12 N(4pm)	(O) William Kendall Clarke; with Dolores Sutton, James Congdon, Crahan Denton, Jamie Smith.
DICK CLARK SHOW	ABC 7:30pm	Don Cornell(S), Jan and Arnie(S), The Upbeats(S), Johnny Cash(S).
Perry Mason	CBS 7:30pm(6:30)	RE-RUN of The Case of the Negligent Nymph.
COUNTRY MUSIC JUBIIEE	ABC 8pm(8:30)	Tex Williams(S).
BOB CROSBY SHOW	NBC 8pm	Kathryn Grayson(S), Jackie Cannon(C), Sheb Wooley(S).
	SUNDAY JULY 6	
ED SULLIVAN SHOW	CBS 8pm	On film: Grace Kelly & Price Ranier, Frank Sinatra(S). Live: Joe Cooke, Jr(C-juggling), Hal Lloyd, Jr(S), Sue Carson(C), Carol Burnett(C), Kirby Stone Four(S), Professor Backwards(C), Sallie Blair (S), Morlidors(acro), Papsie Georgian(D).
STEVE ALIEN SHOW	NBC 8pm	Steve Lawrence(S), Eydie Gorme(S), Pat Kirby(S), Erin O'Brien(S)
CHEVY SHOW	NBC 9pm	Eddie Foy(C).
Alfred Hitchcock Presents	CBS 9:30pm	RE-RUN of: The Mail Order Prophet.
Decision	NBC 10pm	PREMIERE: The Virginian; (O) Leslie Stevens; with James Drury, Robert Burton, Jeanette Nolan, Stephen Joyce, Robert Gist, Dan Blocker, Andrew Duggan; Dirs - Lamont Johnson & David Rich.

ROSS REPORTS—TELEVISION INDEX

JULY 2, 1958

VOLUME 10 NUMBER 27 A

EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

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PUBLISHED BY TELEVISION INDEX, INC.

—MID-WEEK SPECIAL—

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NEWS - COMMENT - POSSIBILITIES

Du Pont Show of the Month will start its fall series on Sept 22, Monday, 9:30-11pm NYT, with a 90-minute display of "Harvey," Mary Chase's comedy about a man and his imaginary rabbit-friend. Talent Associates will produce the show and the firm's script editors, Jacqueline Babbin and Audrey Gellen, will adapt. First credit for them was this season's closing Du Pont program, "Member of the Wedding.".....Eugene O'Neill's "Ah, Wilderness!" will receive its third and most distinguished presentation on TV next spring when Hallmark Hall of Fame presents a 90-minute version of the play as its closing production for next season, April 28, Tuesday, 9-10:30pm NYT. Previous productions of the O'Neill play were presented in 60-minute versions on Celanese Theatre over ABC on Oct 3, 1951, and on Front Row Center over CBS on June 15, 1955. "Anna Christie," "The Emperor Jones" and "The Straw," are the only other O'Neill works that have been done on TV in one-hour versions during the last ten years..... The third in U. S. Time Corp's series of network jazz shows will be presented over CBS, the second for the net, on Nov 10, Monday, 10-11pm NYT, with Louis Armstrong again heading the all-star cast. No m.c. has been named as yet. Garry Moore did the one on CBS this spring and Steve Allen hosted the first, which was presented over NBC last winter. Other artists on the fall special already signed are singer Anita O'Day and Les Brown and his orchestra, to back the show.

Lever Brothers is parlaying an identification with CBS' The Verdict Is Yours by picking up a weekly half-hour of the full hour evening version of the show, which starts July 3 (the Lever sponsorship begins July 10), and will then switch to an alternate week quarter-hour over the continuing Monday thru Friday daytime program, beginning in the fall. The buy is thru Ogilvy, Benson & Mather for Dove Toilet Bar and "all".....Procter & Gamble Co thru Leo Burnett and Sterling Drugs thru Dancer-Fitzgerald-Sample have signed as alternate week sponsors of NBC's Restless Gun, starting this fall. P & G has already signed to sponsor Tic Tac Dough, moving to Mondays, 7:30-8pm NYT, over NBC, which will give it two shows backed up, with Restless Gun at 8-8:30pm NYT.....Proof that the turnover of shows from one season to the next can force amazing changes among production firms, is the 1958-59 record hung up by Screen Gems, Inc., as a TV production "major," and the independent production firm of Don Sharpe and Warren Lewis (with Nat Wolff as sales v.p.). Revue Productions, Desilu, Four Star and Warner Bros (with its ABC shows), continue along in fairly usual production paths as established last season, but Screen Gems, which was overboard on unsold film last year, has already sold five series for national sponsorship, starting in the fall, and the nets have options on several more. Sharpe and Lewis, who produced four pilots, have sold three of them for fall starts. Screen Gems' sales include Naked City (ABC), Donna Reed Show (ABC), Alcoa-Goodyear Theatre (NBC), Huckleberry Hound (national spor for Kellogg), and Behind Closed Doors (NBC). The latter, latest sold, will be produced by Sam Gallu, based on material provided by Rear Admiral Ellis M. Zacharias (USN Ret.). GAC-TV made the sale for Screen Gems. The program will be

(MORE)

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be seen over NBC, Thursdays, 9-9:30pm NYT, sponsored by Whitehall Laboratories thru Ted Bates & Co., and Liggett & Myers Tobacco for L&M Filter Cigarettes thru Dancer-Fitzgerald-Sample.....The successful Sharpe-Lewis productions include Man With A Camera, to be sponsored by General Electric over ABC, starting Oct 10, Fridays, 8-8:30pm NYT; Pete Gunn, to be sponsored by Bristol-Myers over NBC, Mondays, 9-9:30pm, and Derringer, to be sponsored by S. C. Johnson & Son over CBS, Thursdays, 8:30-9pm NYT. The Gunn series is to be produced in association with Blake Edwards, who created the show, and the Derringer series in association with Mary Loos and Richard Sale.

Small World, a new Edward R. Murrow-Fred W. Friendly package, will be presented weekly over CBS starting in the fall. It will present an edited film and audio record of personalities in various parts of the world in direct, unrehearsed, adult conversation on a variety of topics. As set up, each week three diverse personalities somewhere on earth, will be linked electronically so as to be able to hear and speak with each other and with Ed Murrow in New York. Four camera crews, one at each of the locations, will record the multiple conversations which will be unrehearsed, although later edited.....Colonel Flack, last seen over the DuMont net during the 1953-54 season as a live series starring Alan Mowbray in the title role, with Frank Jenks, will be produced for syndication by Wilbur Stark and Jerry Layton, with CBS TV Film Sales providing financing and distribution. Production will be in Hollywood, with the original stars returning to their character comedy roles (doing double duty for commercials if sponsors so wish). The Kroger Co has already signed for a five-market sponsorship, with individual sales to stations committed in five other markets. First showings will be in October.....Now back to the Westerns -- Northwestern that is. Guild Films, with Jack London Productions, will film a pilot for a series on Smoke Ballew, described for sales purposes as an Alaskan Gunsmoke. Guild will also film a pilot, in association with George Bilson, for production of The Newlyweds, originally created by Bilson in association with Arnie Rosen and Coleman Jacoby. Bilson will produce the pilot, with Guild's Duke Goldstone as exec producer..... Med Mandour, Hollywood documentary producer, is showing a half-hour pilot film for a Congressional Medal of Honor series in New York. The producer-director (Lou Sherman is exec producer) has 124 releases for stories for future scripts, which would recreate the stories of how the Medals were won by those honored.

Cannonball, new TPA series, starring Paul Birch and William Campbell as two truckers working the international run between Canada and the U. S., goes into production in Toronto on July 14. TPA's Canadian affiliate, Normandie Productions, Ltd., is handling overall supervision, but the actual production team will be TPA's former Lassie team, with Robert Maxwell as exec producer, Rudy Abel as producer, and Peter Frank as associate producer. The series has already been bought prior to production by CBC for Canada and by Incorporated Television Programme Co. Ltd., for Great Britain.

Kellogg Co will use the Woody Woodpecker, Superman, Wild Bill Hickok and the new Huckleberry Hound series for its 1958-59 spot campaign. The sponsor will drop its 5-5:30pm strip on ABC, which used the first three film series and Sir Lancelot and The Buccaneers this past season, effective Sept 26. All four of the spot shows will be scheduled in some markets, three will be scheduled in others, and two in others. Kellogg has also decided on three new evening sponsorships, a half-hour on ABC's Disneyland, the alternate week on What's My Line and a half-hour on the new Garry Moore Show, both on CBS. The Disneyland buy carries on the Kellogg affinity for a Wednesday evening spot, similar to the one it held for some time on CBS shows.

Rights Associates is handling Hillman Periodical's magazines and titles for use as program series, for TV, radio and movie rights. Several of them are romance books.

ROSS REPORTS—TELEVISION INDEX

JULY 7-13, 1958

VOLUME 10 NUMBER 28

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WEEKLY REPORT

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THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(July 7)

CBS- 9-9:30pm NYT (8-8:30pm LAT), Weekly; RETURN - Top Ten Lucy Shows - FILM; 178 stations net, 28 delayed. (Summer replacement for The Danny Thomas Show, last show June 30, returns Oct 6). § Re-runs of the "top ten" shows of the I Love Lucy series, plus three other programs from the series. The top ten programs were chosen thru a poll of TV editors.
§ SPONSOR- General Foods Corp (Instant Sanka Coffee, Post Cereals) thru Young & Rubicam, Inc(NY); Acct Exec- Owen Burns(Sanka).
§ PKGR- CBS-TV; Film Prod- Desilu Productions, at Motion Picture Center, Hollywood; Prod- Desi Arnaz. (Films now owned by CBS).

CBS- 9:30-10pm NYT (8:30-9pm LAT), Weekly; TITLE DEBUT - Frontier Justice - FILM; no. of stations not available. (Replaces December Bride, last show June 30, will not return at same time in fall). § Lew Ayres is program host for re-runs of films originally shown on the net as part of Dick Powell's Zane Grey Theatre.
§ SPONSOR- General Foods Corp (Instant Maxwell House Coffee, Post Cereals) thru Benton & Bowles, Inc(NY); Acct Supervs- Ted Levinson, John Thomas.
§ PKGR- Zane Grey Productions, Inc(LA); Film Prod- Four Star Films, Inc., at RKO-Pathe Studios (now Desilu Culver), Culver City, Calif.; Prod- Hal Hudson.

Tuesday(July 8)

NBC- 12:45pm-approx 4pm NYT (9:45am-approx 1pm LAT), this date only; SPECIAL - All-Star Baseball Game - LIVE from Baltimore; approx 185 stations live.
§ Mel Allen and Al Helfer are the sportscasters for the 25th annual All-Star Baseball Game at Memorial Stadium, Baltimore; the ninth year of NBC telecasts.
§ SPONSOR- Gillette Safety Razor Co thru Maxon, Inc(Detroit).
§ PKGR- NBC Sports(NY); Prod- Perry Smith; Dir- Harry Coyle.

Wednesday(July 9)

ALL NETS- 10-10:30am NYT (NBC, 9-9:30am LAT), this date only; SPECIAL - President Eisenhower's Address to the Canadian Parliament - LIVE from Ottawa via the CBC, to the ABC, CBS and NBC nets. § President Eisenhower addresses a joint session of the Canadian Senate and House of Commons on U. S.-Canadian relations.
§ Sustaining.
§ PKGR- Canadian Broadcasting Corp.; production by CBC crews.

Friday(July 11)

ABC- 9-9:30pm NYT & LAT, Weekly; DEBUT - ESP - LIVE from NY; no. of stations not available. (Replaces The Frank Sinatra Show, last show June 27). § Vincent Price is m.c. for this unique program. (Continued on next page).

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THIS WEEK(Cont'd)

Friday(July 11)

ABC- ESP (Cont'd from previous page): Participants compete with one another for cash awards in a battery of experiments to determine which has the highest degree of extra-sensory perception. Program includes home viewer participation. § SPONSOR- Chesebrough-Pond's, Inc (Vaseline products, Pond's products) thru McCann-Erickson, Inc(NY); Acct Superv- William Breen; Acct Exec- Peter Schaeffer. § PKGR- Providence Productions, Inc.(NY); Creator-Prod- George Wolf; Prod- Leo Morgan; Dir- Lou Sposa; Music Dir- Richard Hayman; Consult on Parapsychology- Dr. Carroll B. Nash.

Sunday(July 13)

NBC- 8-9pm NYT & LAT, Weekly; DEBUT - Steve Allen Presents Steve Lawrence and Eydie Gorme - LIVE (COLOR) from NY; 147 stations live and videotape. (Summer replacement for The Steve Allen Show, last show July 6). § Musical-variety show, starring singers Steve Lawrence and Eydie Gorme, with weekly guest stars integrated into the theme of each show.
§ CO-SPONSORS- 1) Greyhound Corp thru Grey Advertising Agency, Inc(NY); Acct Exec- John Kuneau. 2) The Procter & Gamble Co (Lilt) thru Grey Advertising Agency, Inc(NY); Acct Exec- Jerry Stolzoff. 3) American Machine & Foundry Co (Consumer Products) thru Cunningham & Walsh, Inc(NY).
§ PKGR- Bellmeadows Enterprises, Inc(NY) in assoc with NBC-TV(NY); Prod- Nick Vanoff; Assoc Prod- Jim Elson; Dir- Dwight Hemion; Music Dir- Jack Kane; Costumes- Bob Fletcher; Choreog- Danny Daniels; Sets- Jan Scott; Choral Dir- Artie Malvin; Writers- Johnny Bradford, Bill Dana, Frank Peppiat, Jud Holstein.

THIS WEEK -- REGULAR NETWORK SPECIALS

CBS- See It Now (Usually, every 4th week, 4-5pm NYT) July 7, Monday, 10-11pm NYT (9-10pm LAT), FILM, "Watch on The Ruhr; A Study of Germany 13 Years After V-E Day." § Co-Prods- Edward R. Murrow, Fred W. Friendly; Assoc Prod- Palmer Williams; Camera- William McClure; CBS News Correspondent- Richard C. Hottelet.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Lawrence Welk's Dancing Party; TITLE CHANGE July 12; Sat, 9-10pm NYT (6-7pm LAT). Program was previously titled The Lawrence Welk Show.

Adventures of Ozzie & Harriet (Wed, 9-9:30pm NYT; 9:30-10pm LAT) Re-runs began June 18.

CBS- The Verdict Is Yours (Thu, 8:30-9:30pm NYT) Add sponsor, effective July 10; one half-hour weekly: Lever Brothers Co (Dove Toilet Bar, "all"), Dove thru Ogilvy, Benson & Mather, Inc(producing agency, NY); "all" thru Needham, Louis & Brorby, Inc(NY). (See page 57).

Phil Silvers Show (Fri, 9-9:30pm NYT; 8-8:30pm LAT) Re-runs began June 27, thru Sept 19.

NBC- The Restless Gun (Mon, 8-8:30pm NYT & LAT) Re-runs began June 23.
Bob Cummings Show (Tue, 9:30-10pm NYT & LAT) Re-runs began June 24.
M Squad (Fri, 9-9:30pm NYT & LAT) Re-runs began June 27.
No Warning (Sun, 7:30-8pm NYT & LAT) Re-runs began June 29.
Wagon Train (Wed, 7:30-8:30pm NYT & LAT) Re-runs began July 2.
Dragnet (Thu, 8:30-9pm NYT & LAT) Re-runs began July 3.
Alcoa-Goodyear Theatre (Mon, 9:30-10pm NYT & LAT) Re-runs begin July 7.

TALENT SHOWSHEET AND SCRIPT REPORT - JULY 7 - JULY 13

Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptations, (SW) Staff-written. Performers and other identifications used are: (SD) Staff-Directed, (A) Actor, (S) Singer, (D) Dancer, (C) Comic, (M) Musician. Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars." Live shows are listed in caps in the left column; filmed shows are in upper and lower case, underlined, same column. Program times listed are current in New York and Los Angeles. Where number is in parentheses, it indicates a different Los Angeles time.

Generally only first runs of a film series are listed. During the summer when many shows are in re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listing) are: Adventures of Jim Bowie, Adventures of Ozzie & Harriet, Adventures of Rin Tin Tin, Adventures of Robin Hood, Bachelor Father, Broken Arrow, Burns & Allen, The Californians, Cheyenne, Circus Boy, Bob Cummings Show, Richard Diamond Private Detective, Dragnet, Father Knows Best, General Electric Theatre, Gunsmoke, Have Gun Will Travel, Alfred Hitchcock Presents, Lassie, Leave It To Beaver, Life and Legend of Wyatt Earp, Life of Riley, M Squad, Perry Mason, Maverick, Millionaire, Mr. Adams & Eve, No Warning, People's Choice, Dick Powell's Zane Grey Theatre, Real McCoys, Restless Gun, Schlitz Playhouse, Phil Silvers Show, Sugarfoot, Tales of Wells Fargo, Thin Man, Tombstone Territory, Trackdown, Wagon Train, Zorro, Alcoa-Goodyear Theatre.

PREVIOUS WEEK - ADDITIONS AND DELETIONS

SUSPICION; Monday 10pm; NBC - NOTE: Shows of June 9 & June 30 were LIVE shows originating in New York.

ART LINKLETTER'S HOUSE PARTY; CBS 2:30pm; ADD: 6/30 - Connie Stevens(S); 7/2 - Bert Convey(S), 7/4 - Chuck Nelson(S).

JACK PAAR SHOW; NBC 11:15pm; 7/1 - ADD: Charlie Manna(C); 7/3 - ADD: Orson Bean(C); 7/4 - DELETE: Charlie Manna(C); ADD: Alice Pearce(C), Jim Moran.

LAMP UNTO MY FEET; Sunday July 6; CBS 10am - ADD: The Winner; (O) Nell King; with Bennye Getteys, Ruth Eden, Joel Crothers, Martin Rudy, Flora Campbell, Joe Hoover, Aaron Patrick, Christopher Chase, Pierre Hogarth, Ann Draper; (SD).

LOOK UP AND LIVE; Sunday July 6; CBS 10:30am - ADD: Diary of a Teen-ager (Nine-part series); Regulars in this series are: Freda Holloway, Jerome Cowan, Ruth Matteson, Gaye Houston. Episode # 1; (O) Jack Kuney; with regulars & Eleni Kiamos, Ed Sherin; Dir - Tim Kiley.

ED SULLIVAN SHOW; Sunday July 6; CBS 8pm - ADD: Esther Williams(A).

CHEVY SHOW; Sunday July 6; NBC 9pm; ADD: Shelley Berman(C).

MONDAY JULY 7

TALENT SCOUTS	CBS 8:30pm(7:30)	The Tri-Tones(S), Joe Schirmer(M), Doris Hines(S).
STARS OF JAZZ	ABC 9pm(10:30)	Cal Tjader & Quintet(M), Ernestine Anderson(S).
POLKA-GO-ROUND	ABC 9:30pm	Laget National Swedish Dancers.
STUDIO ONE IN HOLLYWOOD	CBS 10pm(9)	PRE-EMPTED this date only by: See It Now.
SUSPICION	NBC 10pm	The Devil Makes Three; (O) Marc Brandel; with Dennis O'Keefe, James Daly, Dolores Dorn-Heft, Michael Higgins, Joseph Sullivan, David J. Stewart; Dir - Dan Petrie.

TUESDAY JULY 8

THE INVESTIGATOR (Lonny Chapman, Howard St. John)	NBC 8pm	with regulars & Brett Somers, Pat de Simone.

WEDNESDAY JULY 9

KRAFT MYSTERY THEATRE	NBC 9pm	Cop Killer; (O) George Bagby; (A) Art Wallace; with Paul Hartman, Edward Binns, Fred J. Scollay, Martin Brooks, Richard Bright, Harold Gray, Rudy Bond, Anne Meara, John McQuade, Fred Kareman; Dir-William Graham.

WEDNESDAY JULY 9 (Cont'd)

ARMSTRONG CIRCLE THEATRE	CBS 10pm	The Complex Mummy Complex; RE-RUN of 1/8/58

THURSDAY JULY 10

PLAYHOUSE 90	CBS 9:30pm	Thundering Wave; RE-RUN of 12/12/57 (Tape).

FRIDAY JULY 11

Jefferson Drum (Jeff Richards)	NBC 8pm	A Matter of Murder; (O) John Hawkins; with regulars & Joe Maross, William Schallert, Joel Ashley, John Harmon; Dir- Christian Nyby

MULTIPLE & ACROSS-THE-BOARD SHOWS - JULY 7 - JULY 11

TODAY (Dave Garroway)	NBC 7am	7/7 - Jackie Cooper(A-M), Buck Clayton(M), Chubby Jackson(M), Sam Most(M), Howard Collins(M), Marty Napoleon(M); 7/10 - Gypsy Markoff(M).
MODERN ROMANCES (Betty White)	NBC 4:45pm(1:45)	(O) William Kendall Clarke; with Lillian Schaaf, Staats Cotsworth, Richard Kendrick, Eli Mintz, Dort Clarke.
JACK PAAR SHOW	NBC 11:15pm	7/7 - Gypsy Rose Lee, Allen Funt, Peggy King(S), Ted Reid(C); 7/8 - Cliff Arquette(C), Anita Ellis(S); 7/9 - Mrs Minnie Guggenheimer, Betty Ann Grove(S), Sid Gould(C), Hal Holbrook(C); 7/10 - Cliff Arquette(C), Betty Ann Grove(S); 7/11 - Betty Ann Grove(S), Barbara Nichols(A), Ted Reid(C).

SATURDAY JULY 12

JIMMY DEAN SHOW	CBS 12 Noon	Jennie Smith(S).
TRUE STORY	NBC 12N(4pm)	(O) Mildred McDaniel; with Nancy Wilder, David White, Bill Prince, Phyllis Hill.
DICK CLARK SHOW	ABC 7:30pm	Jerry Butler(S), David Seville(S).
COUNTRY MUSIC JUBILEE	ABC 8pm(8:30)	Tex Ritter(S), Brown Trio(S).
BOB CROSBY SHOW	NBC 8pm	Jack Carter(C), Peggy Lee(S).

SUNDAY JULY 13

ED SULLIVAN SHOW	CBS 8pm	Ann Blyth(A-S), Anna Maria Alberghetti(S), Richiardi(Magician), Ricki Layne(ventril), Bennett & Patterson(C), Four Preps(S), Brascia & Tybee(D), Ramine(D), Pat McCormick(diver).
STEVE LAWRENCE & EYDIE GORME SHOW	NBC 8pm	PREMIERE: guests this week are - Jackie Cooper(A-M), Margaret O'Brien(A), Salvatore Baccaloni(S), Shari Lewis(ventril).

WEDNESDAY JULY 9 (cont'd)

[illegible] CINCO THEATRE	CTS 7:00	The Complete [illegible] Contest: RE-RUN of 6/9/49

THURSDAY JULY 10

PLAYHOUSE 90	CBS 9:00	Shoestring Nova: RE-TRY of 10/4/61 (tape).

FRIDAY JULY 11

Letter to Brian (LIVE DRAMA)	NBC 9:00	Valley of Decision, (1) John Hawkins: with Rosemarie [illegible], Philip Bourneuf, Joel Grey, John Emery: Bio-[illegible]

MATINEE & EVENING TRI-TO-RU SHOWS - JULY 11

[illegible] (Live Drama)	NBC 7:00	7/7 - Jackie Cooper(M), Jack Gleason(M), Gabby Hayes(M), Don Most(M), Howard Cullman(M). Marty Nadelman(M); 7/8 - [illegible] Sy Murkoff(M).
Hotel Madison (Live Drama)	NBC 8:30pm(1:45)	(6) William Redfield drama; with Pilliam Schaal, Jessica Cole [illegible], Alphonse Ruzzolo, Bill Hinze, Dort Clark.
[illegible]	NBC 11:30pm	7/7 - Gypsy Rose Lee, Allen Funt, Perry Kirk(L), [illegible]; 7/8 - Cliff Arquette(C), Jackie Allen(S); 7/9 - [illegible] [illegible], Peter Lee Lawrence, Lee Gould(C), Hal Robbins(C); 7/10 - Cliff Arquette(C), Betty Ann Grove(C); 7/11 - [illegible] [illegible], Andrew Prine(C), Ted Hall(C).

SATURDAY JULY 12

Jimmy Ryan Show	CBS 12 Noon	Jerry Smith(S).
[illegible] Show	NBC 12:30(1pm)	(6) Midred McDaniel; (11) Jerry Weider, David Ward; [illegible] Prince, Phyllis Hill.
Nick Drake Show	CBS 1:30pm	Jerry Belair(S), David Neville(S).
Country Music Show	NBC 5pm(4:30)	Jack Pilter(L), Brenda Tyler(S).
Big Brother Show	NBC 8pm	Jack Carson(C), Peter Lee(L).

SUNDAY JULY 13

ED SULLIVAN SHOW	CBS 8pm	Ann Sothern(C), Anna Maria Alberghetti(S), Robert Goulet, Frank Gorshin, Vaughn(L), Dancers & Showmen(L), Tom Dugan(L), Brandis & Tyden(L), Jackie(L), The Rockettes(L, Ilt.).
Crazy Lucille & Stage Door Show	NBC 8pm	PREMIERE: Roasts Talk Back Show - Jackie Cooper(L-M), Monkees [illegible] Salvatore Baccalari(S), Sheri Lewis(L).

ROSS REPORTS—TELEVISION INDEX

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MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

Omnibus will return to NBC in the fall, presenting 15 one-hour programs during the season on Sundays, 5-6pm NYT. The clincher for Robert Saudek Associates, over a CBS bid, is the added arrangement under which the Saudek group will also produce several 90-minute specials in nighttime periods during the season. Now NBC has to come up with an alternate week attraction to space out the Omnibus appearances, since Wide Wide World is dead, unless a last-minute sponsor nibble revives the program.....The changing economic pattern of network programming in the public service field seems to have brought an end to the era of independent specials, unless sponsored. CBS has ended the career of See It Now (actually ended by the new preoccupation of the Murrow-Friendly team with the weekly half-hour Small World series) because it no longer makes sense for a network to go beyond an over-all budget for the public service programs. Both CBS and NBC have given increasing emphasis to the regular public service programs as "covers" for special shows -- NBC through its unsponsored Outlook; CBS through its sponsored Twentieth Century series -- during the current season as well as in the planning for the future.

Playhouse 90 has become the CBS workshop for perfecting techniques in the amalgamation of live and tape production. This season's live productions have all involved pre-taped sequences to permit rapid changes of scenery and costume within the time patterns of the dramas. Next season, more of the stress will be laid on pre-taping entire productions, in the main to accomodate certain stars who might thus be made available to the program.....Tape was also in the news this week via the NBC announcement that it was going back into the film syndication business -- in a sense. The new NBC plan is called electronic film syndication, under which participating stations may tape or kinescope all filmed portions of NBC News -- The Huntley-Brinkley Report, Monday thru Friday, 6:45-7pm NYT, for later use on their local news programs. A plan is also being worked out whereby stations may -- for special news events and occasions -- tape or kinescope some of the live portions of the news show for later use.....The CBS net is now using video tape to resolve its sports problems on Saturday afternoons, when baseball games have been running over in time and cutting the Race of the Week telecasts to a limited network. Now the entire half-hour horse racing program will be recorded on tape and played back to the full network at the end of the baseball program, whenever the ball game runs over and prevents the race from being carried live on the net. The baseball Game of the Week on Saturdays is on a 192-station net.....Tape will also be used in New York next season on the U. S. Steel Hour and other drama programs, in order to to be able to use Broadway stars and others who might not be available during the week or at the time of night the program is scheduled. Broadway show producers have been averse to releasing some stars for an evening for a TV starring role (rehearsals are in the afternoon when there is no conflict). Next season will have most of the answers for TV drama's future.

 (MORE)

ROSS REPORTS—TELEVISION INDEX, Service Subscription Rates: $125 per year (or $33 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates. ✓ ✓ Service includes: Weekly reports on current television production, programs, advertisers, talent movements; unlimited telephone and mail information service; periodic reports on special aspects of television; semi-annual and annual industry surveys, and The Television Index card file.

ABC's daytime Do You Trust Your Wife?, having been running into increasing difficulties in getting married couples for the five-a-week program, changes its name next Monday to Who Do You Trust?, which broadens the scope to include everyone in whom a contestant may have faith as a partner for the quiz. It'll also give ABC new opportunities for a fresh promotion approach to the show.....Oldsmobile's sponsorship of the two Bing Crosby 90-minute specials over ABC next season, will allow the sponsor to parlay an appearance of Patti Page as one of the Crosby stars on at least one of the shows. Crosby is also reported to be interested in a repeat songfest with Frank Sinatra as a partner. Bill Morrow will produce both Crosby specials..... Screen Gems confirmed its sale of The Ed Wynn Show to NBC for alternate week sponsorship by Liggett & Myers Tobacco Co for Chesterfields, Thursdays, 8-8:30pm NYT. Ben Feiner, Jr., will produce the series. Wynn will play an energetic widower who, with his two granddaughters, lives in a big old house in a small college town. The role will emphasize the character of a kind and understanding gentleman whose apparent simplicity belies his inherent wit and wisdom.....ABC's The Adventures of Ozzie and Harriet will move to a half-hour earlier time spot for the fall season, starting Sept 24, Wednesdays, 8:30-9pm NYT. Next fall, Quaker Oats Co will share sponsorship of the program with current sponsor Eastman Kodak Co; both thru J. Walter Thompson Co. On that same date, the new Donna Reed Show comes into the 9-9:30pm NYT spot vacated by Ozzie and Harriet, with Campbell Soup thru BBDO as a sponsor. The Reed show is unusual in that it will be a family comedy series yet will use the name of its star performer from the very beginning. Other programs have begun under special titles, but in order to claim more loyalty from audiences, later switched to using star names as titles. In the new series, Miss Reed will star as the wife of a pediatrician who is called away from home at all hours of the day or night. The show will deal with her problems in raising two children and engaging in community life in the midst of coping with family life and her husband's irregular schedule.

CBS has signed Ralph Nelson to a new one-year contract as a director, which includes a minimum of four assignments on Playhouse 90 next season. John Frankenheimer will also do several of the 90 productions, probably including any that involve Rod Serling scripts. Franklin Schaffner will probably not be included in any of the 90-minute program's plans, since the report is that he and CBS cannot agree on how much leeway he should have for other activities.....William Self joined CBS in Hollywood Monday as an executive producer. He produced The Frank Sinatra Show for Sinatra's Hobart Productions this past season.....Bat Masterson, to start over the NBC net on October 8, Wednesday, 9:30-10pm NYT, sponsored by the Kraft Foods and Sealtest divisions of National Dairy Products Corp., will be produced for Ziv TV Productions by the team that handled this season's Tombstone Territory -- Frank Pittman and Andy White. The filmed series, starring Gene Barry in the title role, will be based on the biography by Richard O'Connor.....Warner Bros. calmly announced last week in Hollywood in full page trade ads that the company "welcomes a new star, Ty Hardin, as 'Bronco Wayne' in Cheyenne for ABC-TV." Presumably Clint Walker can now quietly go on his Northern California gold prospecting trips while his motion picture and TV film career is in abeyance during the term of his suspension by Warners. Walker reportedly would have received $1,750 weekly under his current contract for his starring role in the Cheyenne series this season. He wanted all returns from merchandising and other outside activities, and according to his version, Warners wouldn't go for less than a 50-50 split.....Sidney Carroll is script editor on the new Steve Canyon series, which will debut over the NBC net in September on Saturdays, 9-9:30pm NYT. Liggett & Myers Tobacco for Chesterfields will be the alternate sponsor. Pegasus Productions, with David Haft as producer and Michael Meshekoff as exec producer, is producing the series on the Universal lot and at Air Force locations. Dean Fredericks stars in the title role, based on the cartoon-strip character created by Milton Caniff.

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